

LIFE



STALIN'S SECRET: PART III
HE KILLS HIS FRIENDS,
SETS CHILDREN ADrift

MARLON BRANDO AS ANTONY
IN MOVIE, 'JULIUS CAESAR'

20 CENTS

APRIL 20, 1953

NOW! A new General Electric

\$89⁹⁵!



Model C-1

*Manufacturer's recommended retail price.

Swivel-top Cleaner at only

"REACH-EASY" CLEANING COSTS LESS THAN EVER BEFORE!

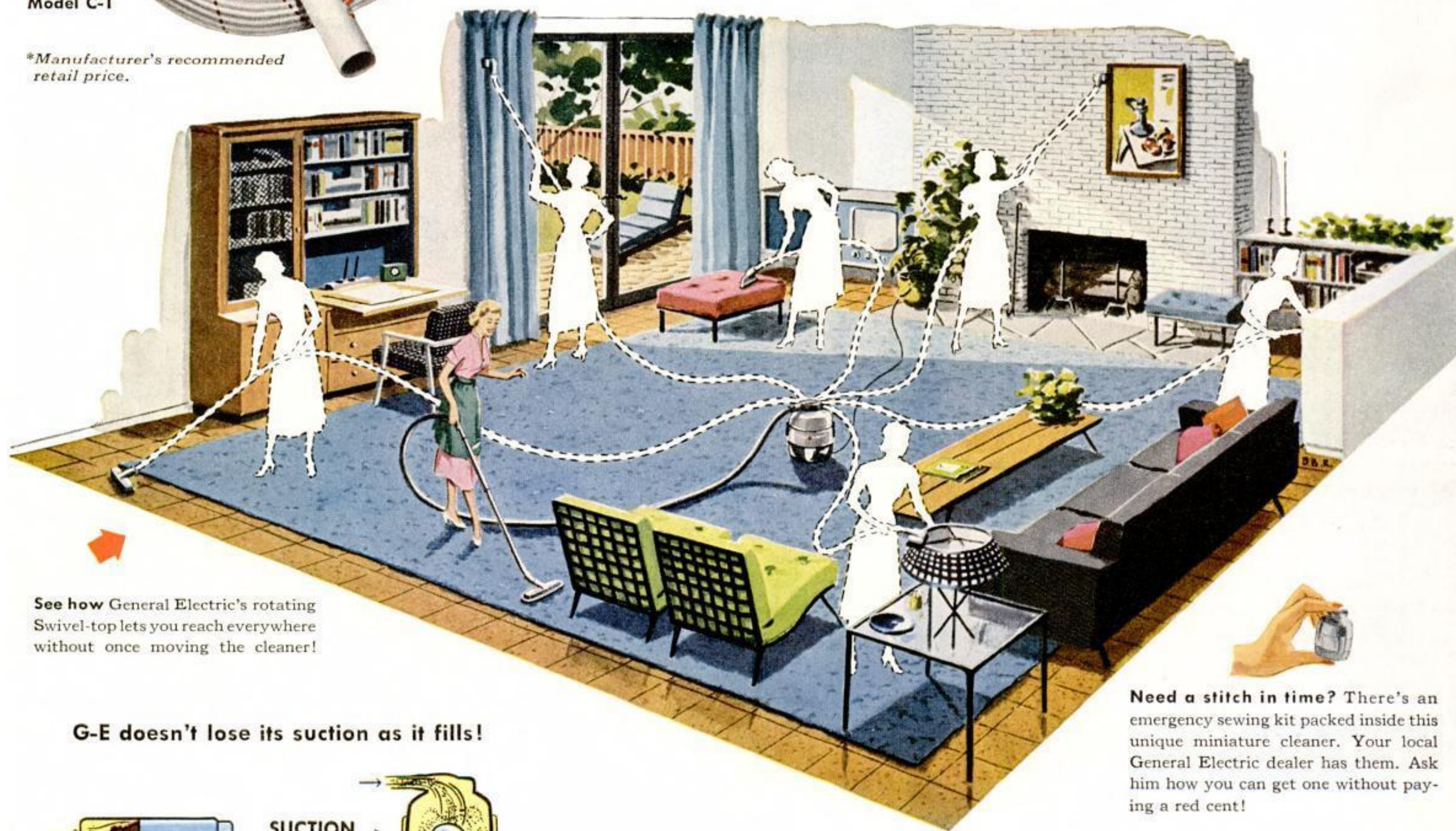
Now for only \$89.95,* the new General Electric Swivel-top Cleaner—handsomer than ever with its new harmonizing finish—can be your pride and joy!

And this beauty offers you a blessing—famous G-E "Reach-easy" cleaning. You set the cleaner in the center of the average-size room and—*without once moving it*—you reach every nook, every corner, everywhere! For the Swivel-top goes 'round with you as you go 'round the room!

This G-E Cleaner has eight "non-scratch" attachments to keep your home whistle-clean. And, unlike ordinary cleaners, this cleaner doesn't lose its suction as it fills!

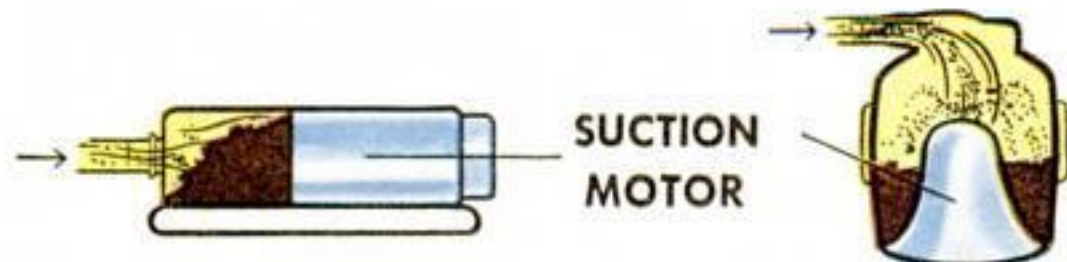


You never touch dirt—or see it! You just toss out the large "Throw-Away" Bag a few times a year—if your household is average size!



See how General Electric's rotating Swivel-top lets you reach everywhere without once moving the cleaner!

G-E doesn't lose its suction as it fills!



DIRT CLOGS SUCTION

In the ordinary cleaner, dirt piles up against the suction motor—smothering its power. So the cleaner clogs like a pinched straw once it starts to fill up.

DIRT CAN'T CLOG SUCTION

In the General Electric Cleaner, dirt falls away from the suction motor—not on top of it. So you get steady and strong cleaning power until this cleaner is full.

Really, ma'am, you've just never seen a better buy than this General Electric. So see it soon at your near-by General Electric dealer's! General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

Need a stitch in time? There's an emergency sewing kit packed inside this unique miniature cleaner. Your local General Electric dealer has them. Ask him how you can get one without paying a red cent!

You can put your confidence in—

GENERAL



ELECTRIC

NOW—TWICE THE PROTECTION FOR YOUR FAMILY!

IPANA A.C. ammoniated to reduce decay chlorophyll to stop bad breath all day

*"What a blessing to get both
in one tooth paste!"*

says this happy mother

Like Mrs. Harry Traulsen, of Bayside, N.Y., you'll be delighted to find that *one* tooth paste—the new IPANA A.C.—can give your family *double* protection. "For the children especially," Mrs. Traulsen says, "those new ammoniated ingredients are so important, to fight off painful, troublesome cavities. And Harry and I appreciate the way chlorophyll keeps your mouth so fresh and clean. This one tooth paste is perfect for the whole family."

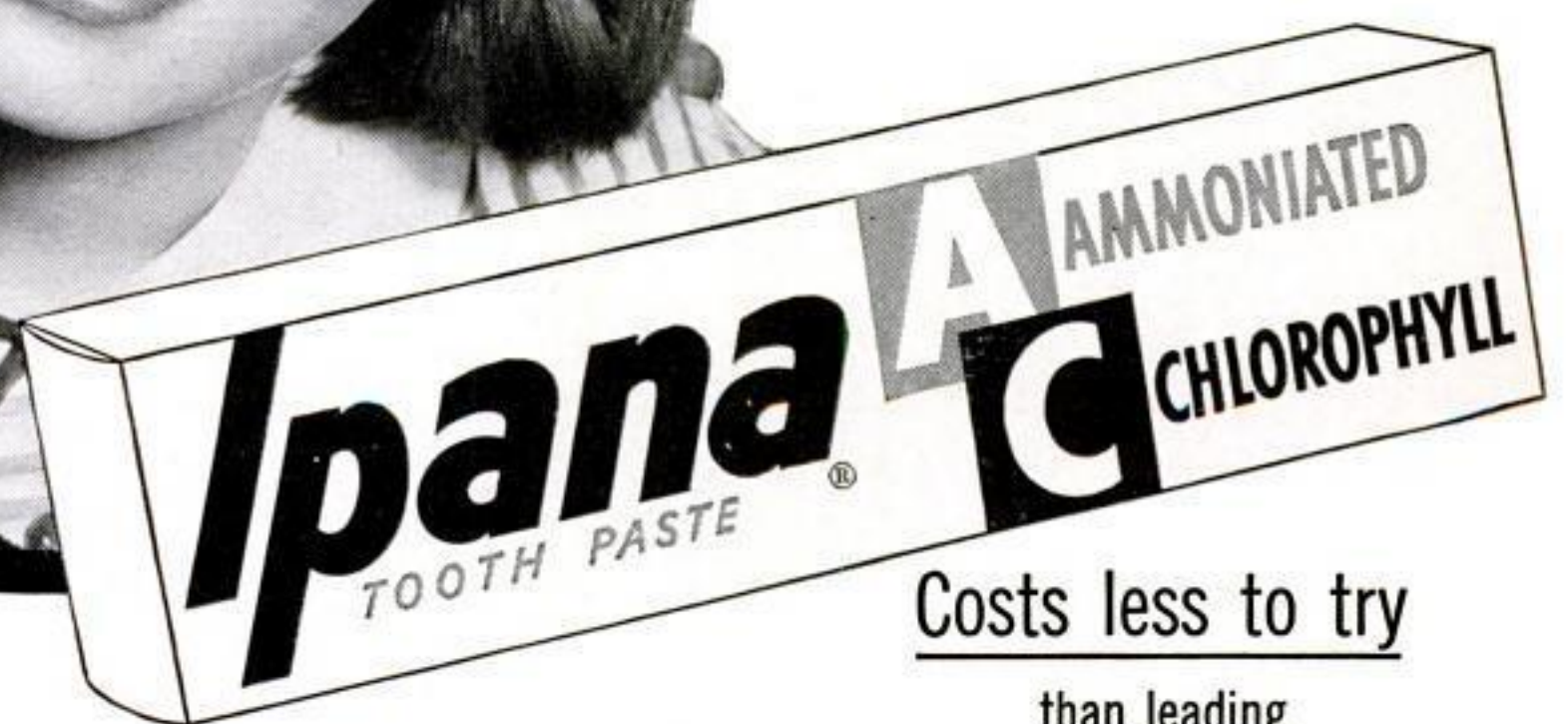


GUARANTEED NOT TO STAIN!

Tested and certified by the American Institute of Laundering. "What a relief," says Mrs. Traulsen, "after the messy stains our other green tooth paste left! IPANA A.C. washes completely out of towels, the youngsters' nighties, even our tooth brushes." And IPANA A.C.'s refreshing, minty flavor makes a hit with the Traulsens, big and little!

REMEMBER, no ordinary chlorophyll or ammoniated tooth paste—no other type of tooth paste at all—can give you IPANA A.C.'s doubly-effective mouth care.

A Product of Bristol-Myers



Costs less to try

than leading
chlorophyll tooth pastes!

large size **39¢**
only...
giant size only **59¢**

PROOF: DECAY BACTERIA* DESTROYED!



Photo (left) shows over 1,000,000 decay bacteria, the *lactobacilli usually associated with tooth decay. Photo (right) shows that, after adding IPANA A.C. Tooth Paste, the decay bacteria have been almost 100% destroyed.



PROOF: STOPS BAD BREATH ALL DAY! Scientific odor tests proved that IPANA A.C. definitely stopped unpleasant mouth odor—in most cases even 12 hours after brushing. Evidence of long-lasting breath protection no other leading tooth paste offers.

2-year test by University of Illinois scientists proved the ammoniated formula of IPANA A.C. *twice as effective* in reducing decay as the ordinary dentifrice tested. *No other leading tooth paste has this formula.†*

†Licensed by the University of Illinois Foundation under U. S. Patents Nos. 2,542,886 and 2,622,058 and other patents pending.



if angels wore shoes, they'd choose

Revelations[®]

BY DESCO



heavenly smart and divinely comfortable

In Revelations by Desco the sensation of floating on a billowy cloud comes with every step...

foot-pampering FOAM RUBBER innersoles and arch supports absorb the shock... the secret Revelations lasts insure perfect fit... butter-soft leathers ease you through busy days... smart-as-tomorrow styles flatter your feet and win admiring glances... and Revelations are very much down-to-earth in price... there's a size and width to fit your feet... at fine stores everywhere!

7.95
and 8.95

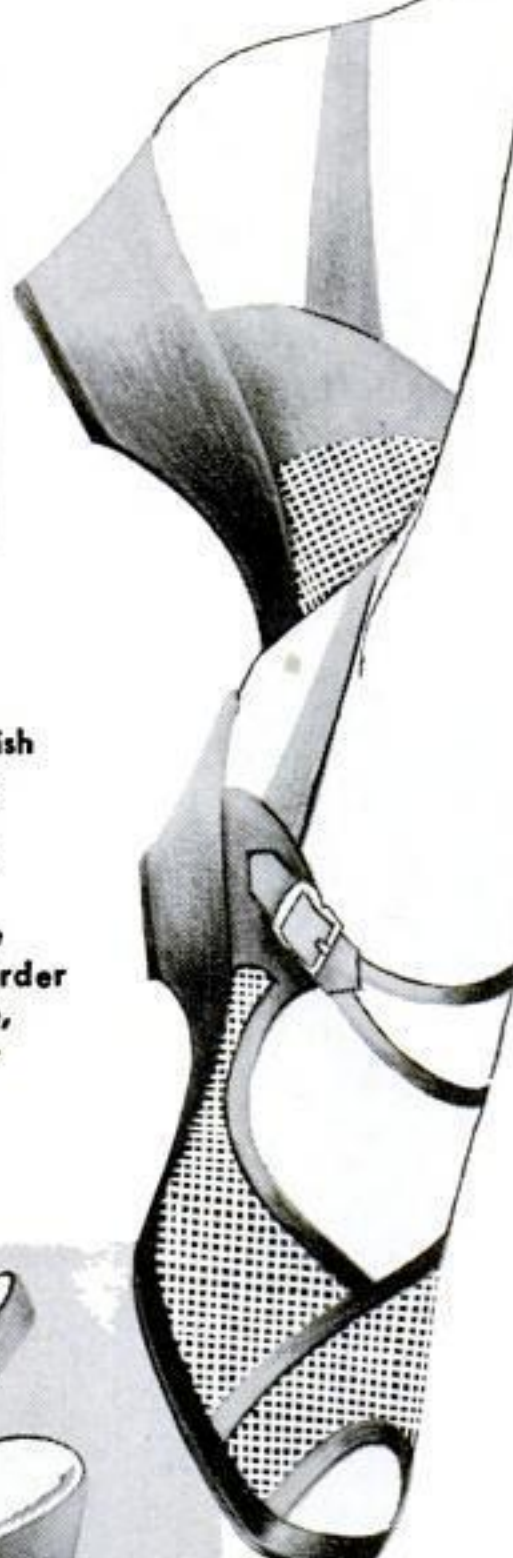


GERY—Black or white kid; also in Mexican multi-color combination, ombre color combination or in a combination of black, grey and white. Same in high wedge heel, order GLORIE. \$7.95



PERLE—Hand-sculptured floral design in contrasting colors on black, blue, eggshell or white nylon mesh. Slim 6-10, Narrow 5-10, Medium 4-10. \$7.95

ALICIA—Elk finish leather in black, blue, eggshell, turftan or white with matching mesh. Same style in all-over elk, order ANGELA in blue, golden wheat or red. \$7.95



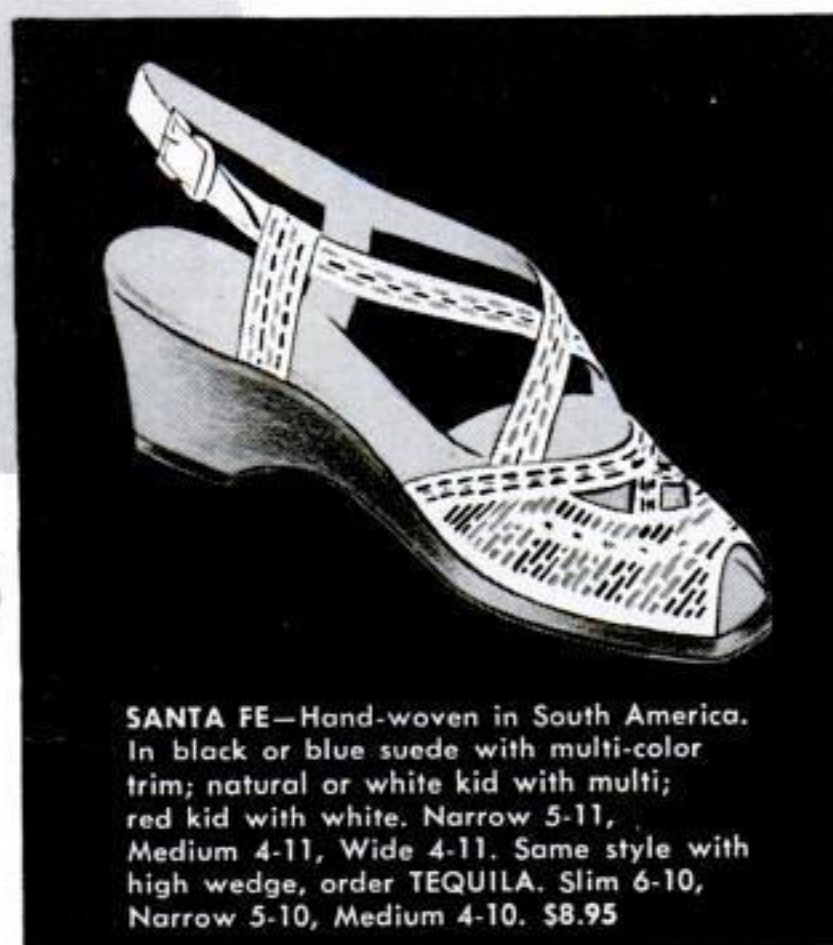
BLISS—Conservative fit, excellent pattern, instep always fashionable. Black, blue, eggshell, golden wheat, Mexican multi-colors, red or white elk. \$7.95



SYBIL—Black, blue, turftan or white elk with nylon mesh. To order same in all-over leather, specify SYLPH in black, brown, blue, green, golden wheat, red or white. \$7.95



GHILLIE—Benedictine, black, blue, red, white or white with tan softie elk. Also black or blue suede. \$8.95



SANTA FE—Hand-woven in South America. In black or blue suede with multi-color trim; natural or white kid with multi; red kid with white. Narrow 5-11, Medium 4-11, Wide 4-11. Same style with high wedge, order TEQUILA. Slim 6-10, Narrow 5-10, Medium 4-10. \$8.95

Unless otherwise specified shoes come in these sizes and widths:

SIZES:
AAAA-AAA 6-11
AA-A 5-11
B and C 4-11
D and E 4-10 & 11
EE-EEE 4-9, 10 & 11

At your favorite store or send coupon TODAY, we'll have your nearest store send you the shoes.

DESCO SHOE CORP. • 47 WEST 34th STREET, NEW YORK 1, N. Y.

Please have a nearby store send me the following Revelations as advertised in LIFE magazine.

Quan.	Style	Size	Width	Color	2nd Choice

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

☐ Check ☐ M.O. (Please include 25¢ postage)

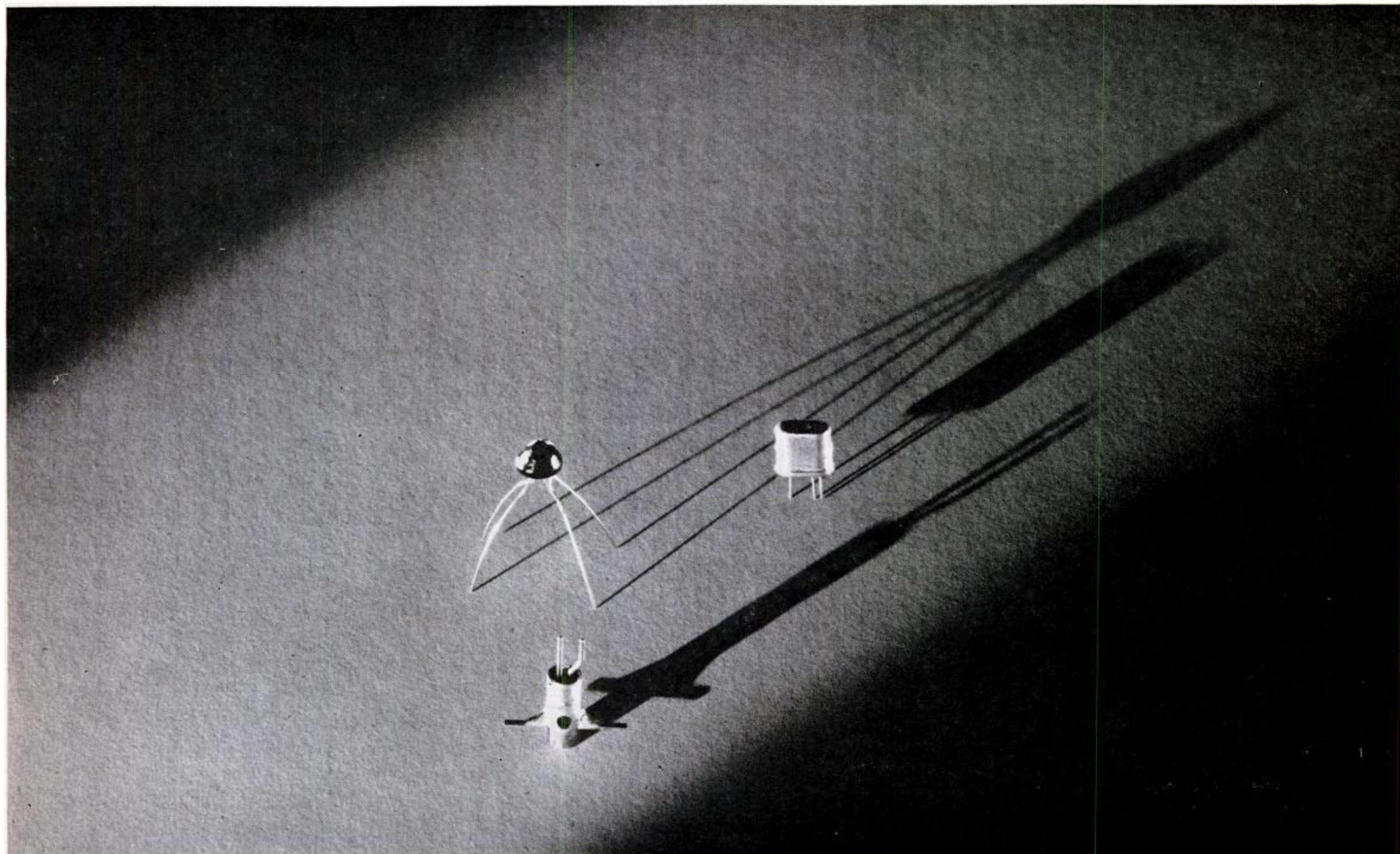


National Revelations Shoe Week

Begins April 20-26, from coast to coast, department stores and shoe stores are celebrating **National Revelations Shoe Week**. Visit your favorite store and find out for yourself how FOOT-HAPPY Revelations will make you feel. Or mail the coupon and a nearby store will send you the shoes of your choice.

CANADA: M.F.D. BY J. D. CARRIER LTD., 90 ONTARIO ST., TORONTO, CANADA

EVERY STEP CUSHIONED WITH HEEL-TO-TOE FOAM RUBBER INNERSOLES AND ARCH SUPPORTS



WHAT IS THE TRANSISTOR? It is a tiny electronic device that can do amazing things for you by amplifying electric signals. It requires only a fraction of the power of a vacuum tube. It will be low in cost and last many times longer. Three types of *Transistors* are shown above, about actual size.

That's the LITTLE GIANT with the Big Future

The *Transistor*—invented at Bell Telephone Laboratories—opens new doors to far-reaching improvements in telephone service and in other fields



Many important inventions for communications have come from the Bell Telephone Laboratories. Seldom, however, has there been a new discovery with the exciting promise of the *Transistor*.

This tiny device can amplify electric signals a hundred thousand times. It can do many things that vacuum tubes can do and many more besides. It is something entirely new, and works on entirely new principles.

Because it is so small and rugged, and

takes so little power, it can be used in ways and places beyond reach of a vacuum tube.

Invented at the Bell Laboratories to amplify the voice in telephone service, the *Transistor* is opening new doors of opportunity in other fields.

The Bell System has licensed thirty-eight other companies to make and sell transistors under its patents. This is in accordance with our established policy of making our inventions available to

others on reasonable terms. These companies include makers of advanced equipment for defense, as well as radios, television sets, hearing aids, and a wide range of electronic apparatus.

The *Transistor* is already being used in the new electronic equipment which enables telephone users to dial Long Distance calls from coast to coast.

It is another example of the value of Bell System research in bringing you more and better telephone service.

BELL TELEPHONE SYSTEM



SENSATIONAL NEW MCGREGOR DRYS-ON-YA SPORTSWEAR DRIES INTO PERFECT PRESS!



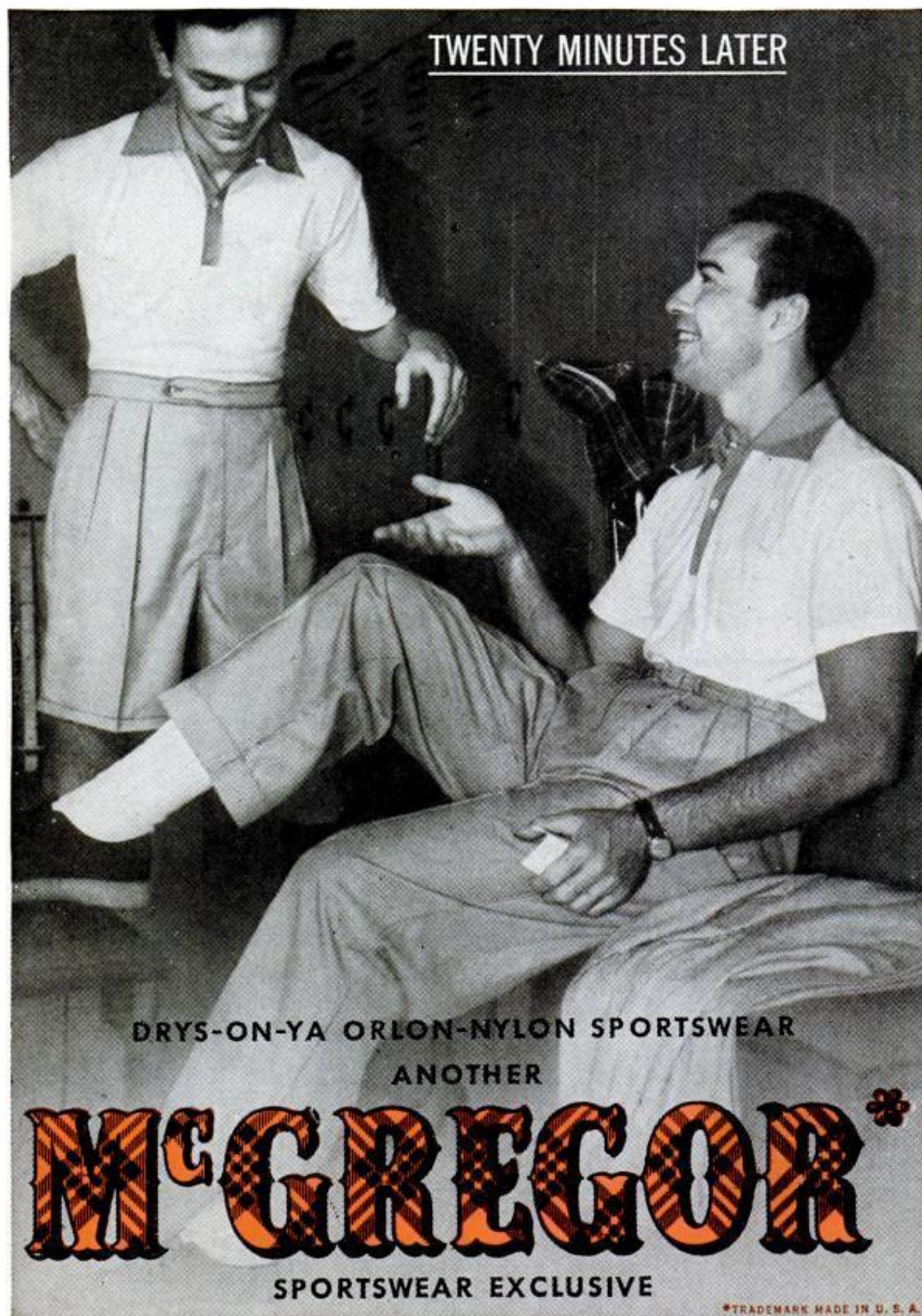
CAUGHT IN THE RAIN

You can wear it in a rainstorm . . . you can soak it in a tub . . . you can even dive into a pool and take a swim. And 20 minutes later, Drys-on-ya is thoroughly dry — and *the crease stays in!*

There's just no question about it — Drys-on-ya is the most amazing lightweight fabric ever developed for sportswear. And, naturally, it's a McGregor exclusive!

Drys-on-ya is made of two miracle yarns, Orlon and Nylon. It is resistant to spots and stains. It is so light and cool you hardly know you've got it on, yet it is far longer-wearing than ordinary lightweight fabrics. Drys-on-ya slacks, 12.95. Drys-on-ya golf shorts, 8.95. Drys-on-ya knit shirt, 3.95. Drys-on-ya golf jacket, 15.95. Drys-on-ya cap, 2.95.

David D. Doniger & Co., Inc., 303 Fifth Avenue, N.Y. 16, N.Y.



TWENTY MINUTES LATER

DRYS-ON-YA ORLON-NYLON SPORTSWEAR

ANOTHER

MCGREGOR

SPORTSWEAR EXCLUSIVE

*TRADEMARK MADE IN U.S.A.

LETTERS TO THE EDITORS

MARINE VIEWS KOREA

Sirs:

Please tell me what kind of camera Lieut. Harries-Clichy Peterson used for the remarkably beautiful shots in "Marine's View of Korea" (LIFE, March 30).

MRS. H. A. FROELICH
Philadelphia, Pa.

Sirs:

No sooner did my Korean photographs appear than I was besieged with queries about how I managed to keep my camera operating under battle conditions, and the kind of camera I used.

There was no trick. Everywhere I went in Korea, I simply carried my camera in my field jacket pocket and hoped for the best. Fortunately it never failed me.

The camera was a 35-mm precision-built yet rugged Japanese product, the Canon IV, with f/1.9 lens.

HARRIES-CLICHY PETERSON
Ardley, N.Y.

Sirs:

I have known "Harcly" all his life and have long marveled at his many accomplishments. Did you know he was a member of the Ronne Expedition to Antarctica in 1946, having been selected as one of 26 from a list of 1,100 applicants? While establishing a weather observation outpost there, he fell into a deep crevasse and was wedged in a torturing position, with his 85-pound pack on his head, 116 feet down in a temperature of 25° below zero. A rescue party reached him after 12 hours. Dr. Richard Butson, of London, England, was lowered to Harcly at very dangerous risk. The rescue was effected with superhuman effort. Dr. Butson had to painstakingly cut Harcly's face out of the ice. No one else has ever survived a similar accident. King George VI presented the doctor with the Albert Medal (1948) for this rescue. Harcly gives much credit for his survival to his Marine Corps training during World War II.

. . . Harcly learned to fly at an early age. His sister Usbeck had her pilot's license when she was 16. Now the whole family flies. The theme of the Peterson household has always been to work together toward constructive accomplishment. . . . You will hear more of this young man. . . .

HELENE M. GOBRON
Cambridge, Mass.



PETERSON IN ANTARCTIC

CITY TRAFFIC

Sirs:

"Battle of the City Streets" (LIFE, March 30) was very interesting to an old city planner who agrees that traffic engineers are trained nurses. Signals, one-way streets and parking meters are morphine shots to ease the agony of the dying American city.

The only hope for revival is drastic surgery. Horse-and-buggy cities must be rebuilt to fit automobiles. This means absolute separation for pedestrians, autos and mass transport. Ground area should be devoted to traffic, parking and columns supporting the buildings. Balconies and foot bridges could then serve as sidewalks.

Theron R. Howser
Portland, Ore.

Sirs:

Your otherwise fine article was marred and the pride of Los Angeles a little deflated by the compound misspelling of "Crenshaw and Wiltshire." It is Crenshaw and it is Wilshire. We can understand your mentioning Los Angeles only once in your article on traffic problems for we, with the world's most automobiles, have gone far in solving our problems. But to misspell Wilshire, our fabulous "Miracle Mile" boulevard, and Crenshaw, one of the country's most modern and largest shopping centers, is quite another thing. It is Crenshaw. It is Wilshire.

FLETCHER BOWRON
Mayor
Los Angeles, Calif.

Sirs:

Now even Crenshaw and Wiltshire are becoming congested. How are things in the Blonx and Richtmond?

GORDON C. HEARNE
Los Angeles, Calif.

DENNIS THE MENACE

Sirs:

Our 19-month-old Kathleen holds her own with the best of the Dennises (Speaking of Pictures, LIFE, March 30). Her latest exploit happened while I was fixing breakfast. She took one of my new lipsticks and wore it completely down on our electric blanket. My husband made this picture (below) while she was still surprised at being caught. The dark spots on the blanket, her face and hands are lipstick. She is still holding the tube, as if to say, "Sure, I'm guilty, but I had my reasons!"

MRS. H. VERNON VESCIO
Westminster, Calif.



FEMININE MENACE

Sirs:

You and Hank Ketcham got me in a lot of trouble giving my 3-year-old brother Johnny honorable mention in the "Dennis the Menace" contest and running his picture in LIFE. Now all the kids point at me and say, "There goes that menace Johnny Justice." So I have to take Johnny with me everywhere to prove I'm not him.

JIMMY JUSTICE
Bethesda, Md.

CONTINUED ON PAGE



When April Showers

STORMY WEATHER—in most parts of the country—is pretty unpredictable.

So it's a comfort to know that the car of your choice gives you the most effective weather protection modern car body engineering can devise. Certainly that comfort is yours if your car has Body by Fisher.

For among the many scientific engineering checks on any new Fisher Body model are a whole range of weather trials—from rain tests to dust tests. Naturally, such carefully engineered weather protection is only one of the reasons so many motorists call Body by Fisher—"the best body built."

With Body by Fisher you also enjoy such further advantages as far-in-advance design, sturdy construction and deeply satisfying comfort.

But—remember—these luxuries are yours in only five cars. These favored five—Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac—offer you the added benefits of Body by Fisher.



Body by Fisher

Exclusively Yours on the five General Motors cars:

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC



it's
SPRING!

Have your car checked **NOW** by your Texaco Dealer

Now's the time and your Texaco Dealer's just the man to give your car that expert check-up it needs—for your greater driving pleasure and safety.

Your crankcase will be drained and refilled with Custom-Made HAVOLINE—the heavy duty motor oil. Differential and transmission will get correct grade, superior Texaco lubricants. (Your Texaco Dealer is specially trained to service your automatic transmission.)

The chassis will be lubricated with Marfak. You'll get that cushiony feeling, for 1,000 miles or more. Quieter driving, easier handling, too.

And while all this is being done, you get a bumper-to-bumper check-up—tires, lights, radiator,

fan belt, brake fluid, battery, wires, spark plugs—and other potential trouble spots double checked!

To top it off he will fill your tank with Texaco Sky Chief, the premium gasoline that packs *punch*! Or with Texaco Fire-Chief gasoline, famous for quick starts and full power, at *regular* gasoline prices.

One stop and you're all set! So see your Texaco Dealer—the *best friend your car ever had*.

THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada and Latin America



TUNE IN: Tuesday nights on television, the Texaco Star Theater starring MILTON BERLE. See newspaper for time and station.

LETTERS TO THE EDITORS CONTINUED

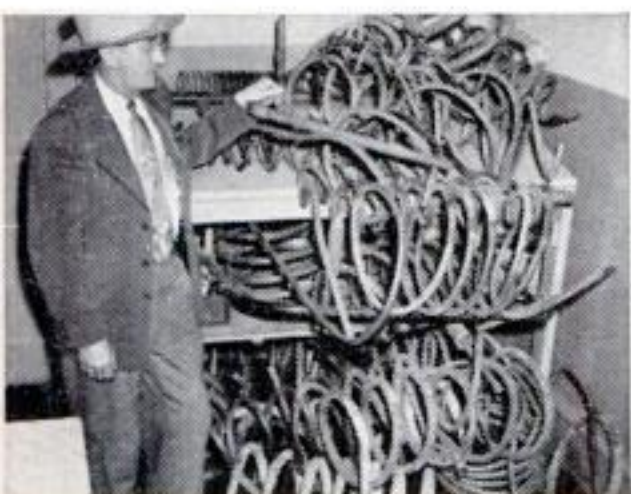
EDITORIAL

Sirs:

As proof of your editorial "Alcoholic Blues" (LIFE, March 30), here (below) is Lee County (Ky.) Sheriff Hampton Palmer with a collection of copper coils ("worms") taken during the past two years in the capture of 82 moonshine stills. . . .

NEVYLE SHACKELFORD
Editor

The Beattyville Enterprise
Beattyville, Ky.



MOONSHINE EVIDENCE

A-BOMB vs. HOUSE

Sirs:

"A-Bomb vs. House" (LIFE, March 30) is interesting photography. Unfortunately the test offered no comparison between various types of construction, no indication of what is best for people who want to survive. This was just a two-story frame building, perhaps not too well built. There was not even a garage at the side or rear which might have offered shelter.

What would have been the effect on a dwelling designed to withstand a Florida hurricane? Or a common brick or cement-block home?

Unrealistic planning and senseless mumbling of public authorities causes the population to shrug off the whole thing as a lot of fuss about nothing.

H. J. MEEDER

North Girard, Pa.

● Though it could afford to build only two typical colonial homes, FCDA opened this test to the press to give Americans a long overdue lesson in the extreme urgency of real defense for their cities. Most types of common American dwellings (including components of skyscrapers) will be tested when FCDA gets additional funds.—ED.

PROPHET'S MINK

Sirs:

Being a Negro, "Prophet's Mink" (LIFE, March 30) hurt me very deeply. People say Negroes go in for this nonsense because they don't have much education. . . . Well, God didn't "tell me" to write this (I am a Catholic), but I class "Prophet" Jones with "Daddy" Grace and "Father" Divine.

B. JACKSON

Albany, N.Y.

Sirs:

I wonder if God will ever tell Prophet Jones to wear overalls?

BEVERLY SULLIVAN

Fall River, Mass.

Sirs:

"Profit" Jones would be a more suitable spelling. How much is he worth?

JOHN J. MERULLO

East Boston, Mass.

● Prophet Jones draws no salary as head of The Dominion of God,

Inc. But his personal goods, chiefly gifts, are conservatively estimated at \$150,000.—ED.

TASKS FOR DIPLOMACY

Sirs:

John J. McCloy's scholarly exposition ("New Tasks for Diplomacy," LIFE, March 30) of America's current and continuing need for a strong diplomatic representation is ably presented.

The former High Commissioner for Germany would be this reader's choice for Secretary of State, say about 1956—or sooner, if the occasion for a successor arose.

J. L. MCCURDY

Sarasota, Fla.

Sirs:

During my Army service in Europe I met very few diplomatic missionaries who could impress Europeans with their cultural background. If the U.S. wants to have close alliance with Western Europe, European history should be taught more thoroughly in its schools. Special faculties at universities should be created where future diplomats could really learn the problems ahead of them. There is no reason whatsoever why we should have less prestige than any other nation.

DAVID, ZARIS, M.D.

New York, N.Y.

NAGUIB'S ABLUTIONS

Sirs:

Your Picture of the Week, "A Strong Man Prepares for His Prayers" (LIFE, March 30), showing General Naguib performing his ablutions, is the best descriptive picture I have seen. It symbolizes beautifully the Moslem's submission to the will of Almighty God and the Islamic piety.

ABDULLAH MUBEEN

University of Oklahoma
Norman, Okla.

EINSTEIN'S BIRTHDAY

Sirs:

I have been driving automobiles for nearly 30 years but have had few traffic scares comparable to "Gift on a 74th Birthday" (LIFE, March 30) showing the great Albert Einstein walking home on the right-hand side of the road with his back to oncoming traffic and a car catching up in the background. . . .

CYRIL B. RILL

Syracuse, N.Y.

CONTINUED ON PAGE 8

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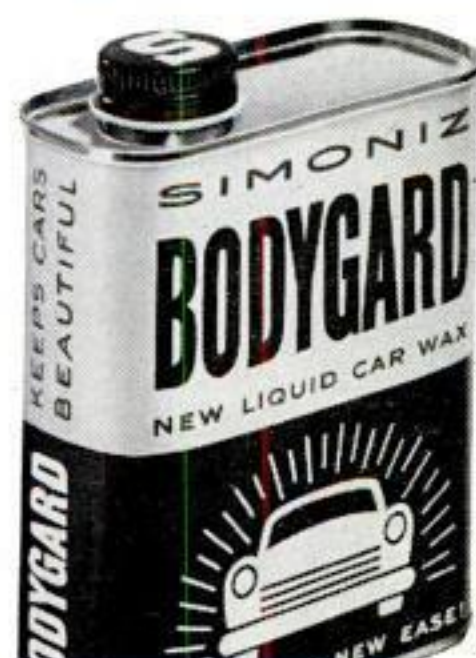
NEW! LIQUID CAR WAX BY SIMONIZ!



It's BODYGARD! Gives SHOWROOM SHINE in minutes without rubbing!

Think of it! No hard work! No rubbing! Now—in minutes—you can get a durable SHOWROOM SHINE that stands up through all kinds of weather, lasts for months. Road use tests prove BODYGARD outlasts any liquid wax you can buy. Thousands of car owners know this. "Bodygard really stands up," writes W. D. Ritch of Charlotte, N. C. "It lasts months longer than any other polish I've ever used."

Don't confuse BODYGARD with ordinary liquid car waxes. There's a big difference. It's the only liquid car wax with the "Simoniz Secret." That's why it shines brighter, protects months longer. Goes on smoothly—without streaking or smearing. Protects your car for months with a tough, durable wax surface. Get Simoniz BODYGARD today.



Only
98¢
for big
12 oz. can—
enough for
2 car waxings.

**Shines longer—because
it contains the "SIMONIZ SECRET"**

How to get a "SHOWROOM SHINE"



1. No matter what wax you use—you must CLEAN your car first, otherwise dirt and stains will show through. For best results always use SIMONIZ LIQUID KLEENER. After cleaning—use BODYGARD.



2. Just spread on BODYGARD—let it dry—wipe it off. In minutes you can get a sparkling durable finish that seals out rain, road scum, traffic film. Protective lustre lasts longer!

Copyright 1953 by Simoniz Company

Keeps hair naturally well-groomed!



'Vaseline' Hair Tonic makes your hair look *naturally* neat—and *keeps* it looking neat! Why? Because it checks dry scalp—blends in with the *natural* oils in your hair!

checks
dry
scalp



Supplements natural oils in your scalp. Relieves loose dandruff. It's economical, too—all you need is a few drops a day!

contains
no
alcohol



Contains no alcohol or any other scalp-drying ingredients. Try it!

Vaseline HAIR TONIC

TRADE MARK ® VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cons'd

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Dr. Einstein may not celebrate his 75th birthday if he doesn't move over to the left side of the road. . . .

Mrs. W. E. BRIGGS
Columbus, Ohio

● Told LIFE's readers were concerned, Dr. Einstein laughed, said he would certainly "try to remember."—ED.

DUKES & DRESSES

Sirs:

If Lady Elizabeth Clyde ("Britain Dresses Up for the Queen," LIFE, March 30) is the daughter of the tenth Duke of Wellington, as you say she is, what's happened to the seventh Duke? And who were the eighth and ninth?

H. H. CLAPP

Anderson, Ind.



SEVENTH DUKE OF WELLINGTON

● Lady Clyde's father is seventh Duke of Wellington, not tenth. Now 67, he assumed title in 1943 (*above*) when his bachelor nephew, 31, the sixth duke, was killed in World War II.—ED.

MOVIE TEMPERAMENTS (CONT.)

Sirs:

I request you correct the unfortunate impression created by "Temperament at a Terminal" (LIFE, March 9) about the film *Terminal Station*. I had completely amicable relationships with Miss Jennifer Jones and Mr. Montgomery Clift, both of whom I consider outstanding artists. My collaboration with Mr. David Selznick involved no clash of temperaments nor any differences not customary in every motion picture production. . . .

VITTORIO DE SICA

Rome, Italy

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RELIEVES PAIN OF HEADACHE NEURALGIA NEURITIS

FAST

The way
thousands of
physicians
and dentists
recommend



Here's Why...

Anacin® is like a doctor's prescription. That is, Anacin contains not one but a combination of medically proved active ingredients. Anacin is specially compounded to give FAST, LONG LASTING relief. Don't wait. Buy Anacin today.

NEW 2-IN-1 CLEANER FOR ONLY \$29⁹⁵

Westinghouse FLOOR-N-HAND VAC

WITH MOTOR-DRIVEN BRUSH



This powerful, double-duty cleaner is perfect for upstairs cleaning, last-minute tidying up . . . ideal for the smaller home, apartment or trailer.

Westinghouse Electric Corporation, Electric Appliance Div., Mansfield, O.

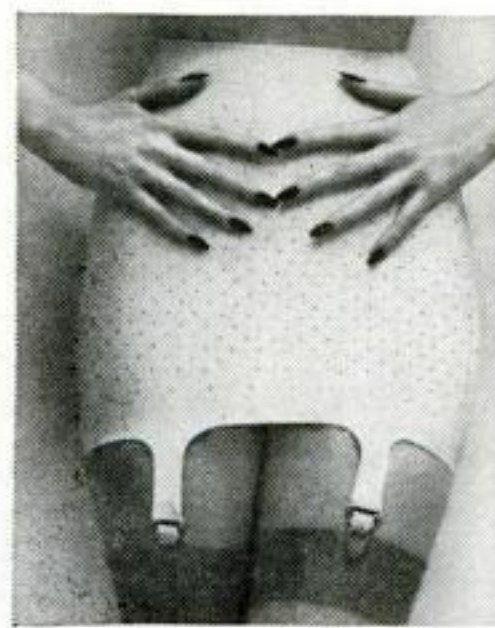
See our three popular TV shows every week . . .
Westinghouse STUDIO ONE
MEET BETTY FURNESS . . . FREEDOM RINGS

YOU CAN BE SURE...IF IT'S
Westinghouse

More than a Girdle... better than a Corset!



New! ... a magical non-roll top, *plus* tummy-flattening "finger" panels that echo the firm support of your own body muscles, as *Nature* intended! Magic-Controller acts like a firming, *breathing* second skin.



New! Tummy-flattening latex "finger" panels firmly assist the gentle lift of your own body muscles. Waist-trimming non-roll top stays up like magic... without a seam, stitch or bone.



New! See how the new boneless non-roll top and the latex "finger" panels are invisibly moulded in. The Magic-Controller itself is invisible under sleekest clothes.



New! Fabric lining inside, with textured latex surface outside. Magic-Controller is as comfortable as your own skin. And it washes in seconds, dries like a miracle!

Amazing New Playtex® Magic-Controller*!

With new non-roll top and hidden power panels,
it slims and supports you as Nature intended!

Here, for the first time, is *natural* figure control! *Natural* control that works *with* your body, not against it... *resilient*, firm control that revitalizes your proportions, your posture, your pride!

Simply hold Magic-Controller up to the light and see the hidden latex "finger" panels that flatten your tummy, firm your figure... without a seam, stitch, bone or stay. Playtex slims, supports, *never distorts*!

Magic-Controller is *one* smooth piece of fabric lined latex. Every inch reflects *firm* control. It does more for you than *any* girdle, and frees you forever from restricting, constricting corsets.

Dramatic proof of Magic-Controller's power to "fashion" your figure *naturally* comes when you wear it under the season's new styles. You'll think you've lost a *full* size (and *more* than a few years)!



Playtex Magic-Controller
with 4 sturdily reinforced
adjustable garters.

Look for Playtex Magic-Controller in this newest **SLIM** Playtex tube. At department stores, specialty shops everywhere, **\$7.95**
Extra-large size, **\$8.95**

Fabric Lined PLAYTEX GIRDLES from **\$4.95**
FAMOUS PLAYTEX GIRDLES from **\$3.50**

Playtex... known everywhere as the girdle in the **SLIM** tube.

*TM U.S.A. and Foreign Patents Pending

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THE COAT YOU'LL LIVE IN
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AND THIS IS JUST ONE OF MANY unmatched values in the greatest array of exclusive outercoat fabrics ever presented by Alligator. All styled for casual comfort, your choice can range from superb gabardines to the new exciting checks and fancy effects... in natural or man-made fibers. Water-repellent or waterproof processed. Now is the time to select your Alligator... from **\$8.50 to \$59.75**.

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Now you can **COOK** on a Bendix

At last! A completely NEW electric range that really **DOES** something for you—by the same Bendix people who invented Workless Washdays!

New Circalite Push-Button Color Controls deliver exactly the right measured heats—for mouth-watering pancakes that don't stick, splatter, or burn—perfect sauces and gravies, vegetables cooked "just right"!

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And there are more, many more amazing new features to make this all-new Bendix Automatic Electric Range the most luxurious kitchen partner in the world! It's at your Bendix Dealer's now—**SEE IT!**

BIG MEALS IN SMALLEST SPACE!

New Bendix 30" Range with Giant Full-Width Oven

Now Small-Kitchen cooks can turn out Big-Kitchen meals with range-room to spare! This new Bendix is fully automatic—just 30 inches wide, yet the oven is actually 25% larger than standard-size range ovens! 25 more fabulous new features make this Bendix "30" the most marvelous thing that ever happened to a cramped kitchen!



BENDIX automatic electric **RANGES**

CIRCALITE PUSH-BUTTON COLOR CONTROLS

New Exclusive **CIRCALITE PUSH-BUTTON COLOR CONTROLS**



7 Measured Heats!
7 Different Colors!

For perfect cooking results every time... for perfect visibility, even from across the room!

Now surface cooking is easier, more certain than ever—because Circalite gives you the exact measured heat you need. What's more, color buttons light up to show you from anywhere in the room, just what's cooking!

NEW!

Fast-Heat surface units let you start cooking immediately—no waits for warm-ups!

NEW!

5-Way Automatic Timer turns out entire meals, even while you're away from home!

NEW!

Elevating Deep-Well Cooker, with extra heat for French-frying to a golden turn!

NEW!

Double-Oven! Bake in one while you broil in the other. So easy to time entire meals!

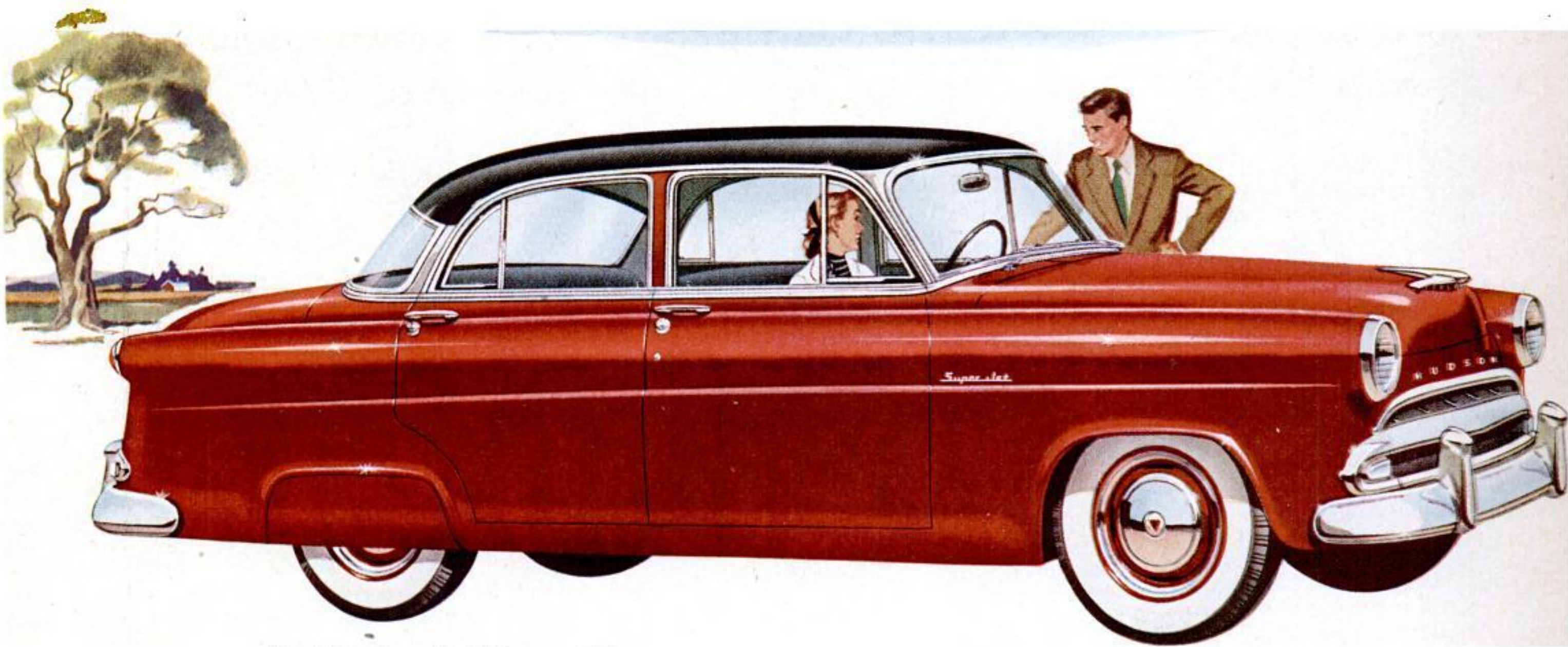
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BENDIX HOME APPLIANCES, Div. AVCO Manufacturing Corp., South Bend, Indiana

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Look what America's new kind



New Hudson Super Jet Six-Passenger Sedan

NEW HUDSON ***JET***
with performance, luxury and safety
comparable only to the fabulous
HUDSON HORNET and WASP

of car offers you... and in the low-price field!

Now! An economical wonder car with performance, safety, durability and long life never before seen in the low-price field!

FORGET, FOR a moment, any previous ideas you may have had of automobiles. For the new Hudson Jet brings you a combination of fine-car features, along with great economy in price and operation, that you've never had in *any* car before!

Brilliant performance, yet outstanding economy

For high-power performance, the new Hudson Jet can be compared only to the fabulous Hudson Hornet itself. It has more power in relation to its weight than any other car in the low-price field. This is made possible by Hudson's exclusive "step-down" design—which provides the lowest center of gravity among American cars, and for the first time makes tremendous power safe and practical in a compact car.

Yet the Hudson Jet is economical. Its over-all design and its super-compression engine are efficient, dependable, uncomplicated. Its extremely high power to weight is your assurance that fuel consumption will stay low. Premium gas is *not* required.

Compact, yet room for six

The new Hudson Jet is not only compact in size, but its weight is so perfectly distributed that the car practically steers itself. This, plus true Center-Point Steering, eliminates "wheel fight" and gives you fingertip control, not only on the highway, but also when you park. Exclusive "step-down" design makes possible an ingenious use of space which provides full room for six passengers. Seat cushions are almost as wide as the car is high; and the new Hudson Jet has the largest amount of usable luggage space in the low-price field!

World's best ride, yet no useless weight

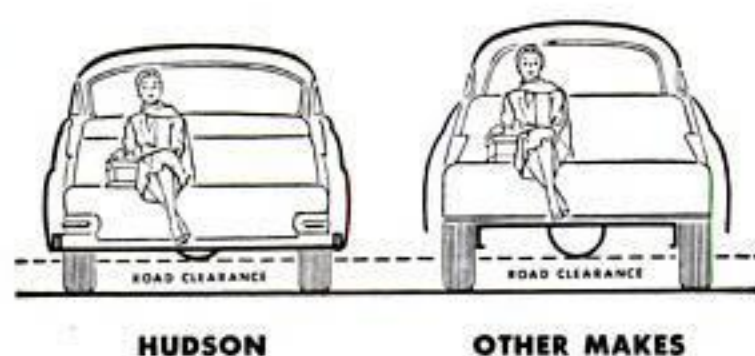
All useless weight is eliminated from the new Hudson Jet. Yet you get a smooth, comfortable ride with unsurpassed roadability and ease of operation. The secret lies in "step-down" design, which puts weight

lower to the ground. In addition, the new Hudson Jet has the finest springing and suspension system ever built into a low-price car. This, combined with "step-down" design, brings you unsurpassed stability at every speed, and over every type of road.

Rugged durability, yet low in price

Because of its "step-down" design in a Monobilt body-and-frame*, the new Hudson Jet is protected by box-section steel girders—completely surrounding the passenger area. And this rugged Monobilt body-and-frame* is rigidly built up by more than 5000 permanent welds—by far the strongest construction in the industry.

**ONLY HUDSON, WITH THE LOWEST
CENTER OF GRAVITY AMONG AMERICAN
CARS, CAN HANDLE SUCH TREMENDOUS
POWER SO SAFELY**



The new Hudson Jet has the floor recessed within the base frame, creating "step-down" design. Seats and roof are lowered.

While providing full head room and road clearance, this design results in the lowest center of gravity among American cars—makes it possible to use more power to weight in the Hudson Jet than in *any* other low-priced car.

The new Hudson Jet's super-compression engine has fewer wear points and generously oversized bearings throughout. It has a chrome-alloy cylinder block, toughest in the industry, for more thousands of miles of like-new performance.

The wonderful new Hudson Jet is built to last and give lasting pleasure, yet it is priced within reach of every new-car buyer's budget.

Tremendous power, yet utmost safety

The new Hudson Jet can handle more power in relation to its weight than any other car ever introduced in the low-price field, because of the low center of gravity created by "step-down" design. Thus, it is steady on the road at all speeds. And like all Hudsons, it hugs the curves as no other car has before.

You can handle a Hudson Jet with assurance and safety—depend upon its enormous reserve power to get you out of tight spots, and upon its self-energizing brakes to apply terrific stopping power when you need it.

Sensational engine development, new Twin H-Power available

This Hudson exclusive is yours to enjoy in your Jet at slight additional cost. Through this system of multiple fueling, more surging energy than ever before is developed from every drop of gas. Premium fuel is not required.

New Dual-Range Hydra-Matic Drive also available

The Hudson Jet gives you the carefree driving ease of Dual-Range Hydra-Matic Drive. Just step on the gas and steer. Optional at extra cost.

Visit your Hudson dealer today and take a ride in the wonderful new Hudson Jet. Then you can appreciate why it is truly a new *kind* of car!

*Trade-mark. Patents pending.

Standard trim and other specifications and accessories subject to change without notice.



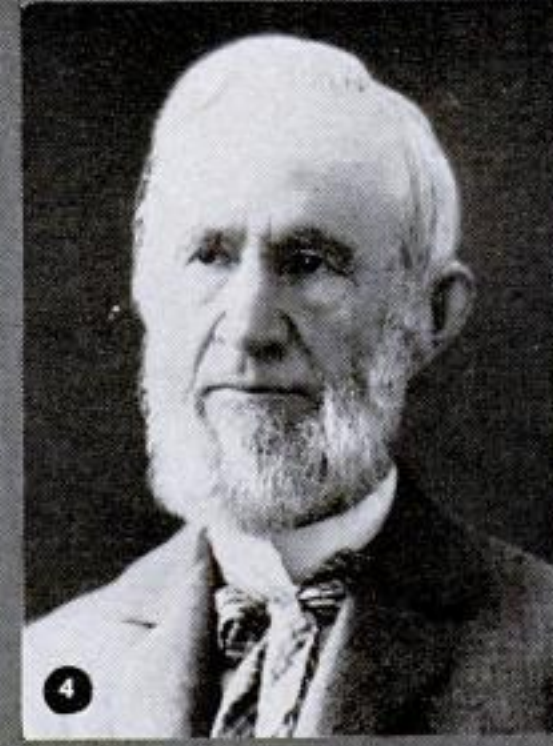
1 ERNST ALEXANDERSON



2 CARL ANDERSON



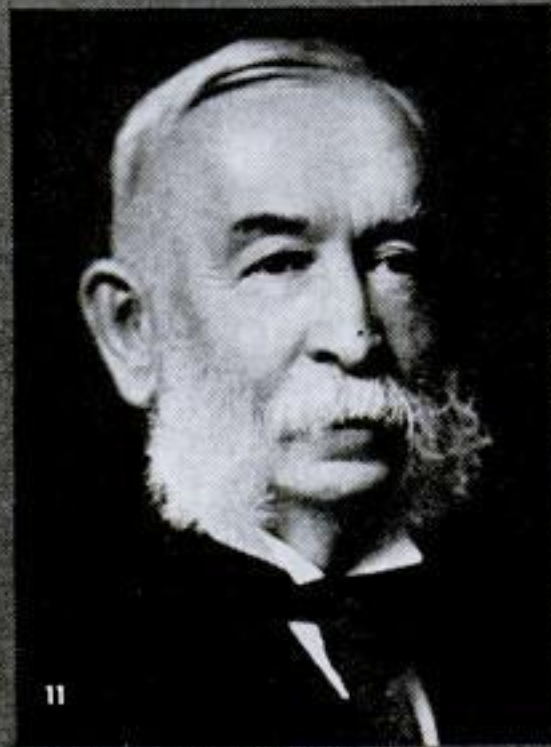
3 WILLIAM BEAUMONT



4 THOMAS COOLEY



5 CHARLOTTE CUSHMAN



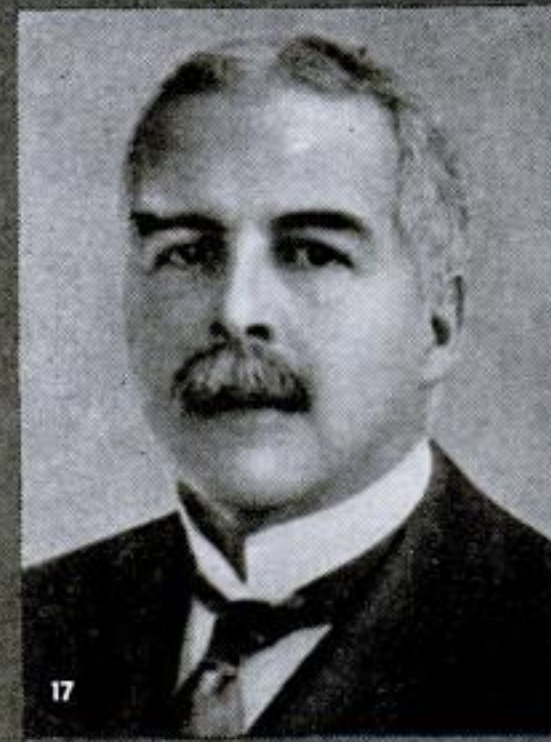
11 DANIEL GILMAN



12 ASA GRAY



13 WILLIAM HARPER



17 GILBERT LEWIS



18 EDWARD LIVINGSTON



19 MARY LYON



23 JOHN MOTLEY



24 FREDERICK OLMSTED



25 CHARLES PEIRCE



26 JOHN POWELL



27 HENRY RICHARDSON



33 ALEXANDER STEPHENS



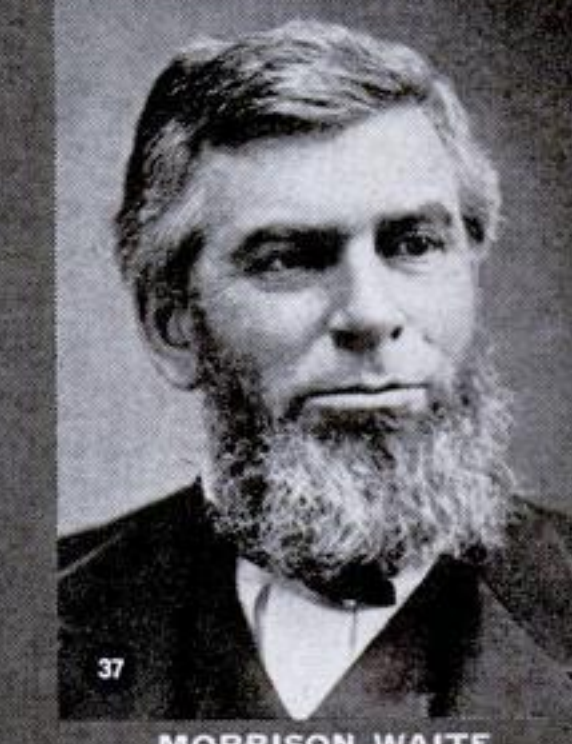
34 JOSEPH STORY



35 ISAIAH THOMAS



36 THEODORE THOMAS



37 MORRISON WAITE

SPEAKING OF PICTURES

Can you identify these
notable but unfamiliar
faces from U.S. history?



CLINTON DAVISSON



DOROTHEA DIX



DAVID FIELD



EDWIN FORREST



ALBERT GALLATIN

The men and women on these pages, four of them still living, are responsible for some of the greatest individual achievements in all U.S. history. They are a cross-section of a list of 300 notable Americans, compiled with the help of experts by Columbia University Historian Richard Morris and published this month in a scholarly new book, *Encyclopedia of American History* (Harper & Bros., \$6).

Most of the 300, chosen from every major field of human endeavor and including eminent individuals from George Washington to Ernest Hemingway, are familiar to any schoolboy. But some of them, despite their achievements, are surprisingly little known today. It would be a rare person who could identify more than a handful of the 42 notable Americans shown here. For a list of what they did, turn the page.



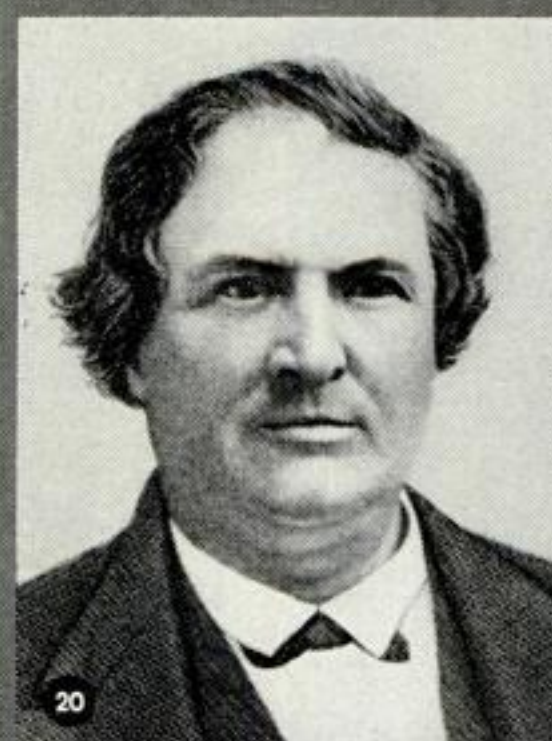
RICHARD HOE



JAMES KENT



CHRISTOPHER LANGDELL



SAMUEL MILLER



THOMAS MORGAN



WILLIAM MORTON



LEMUEL SHAW



SAMUEL SLATER



THEOBALD SMITH



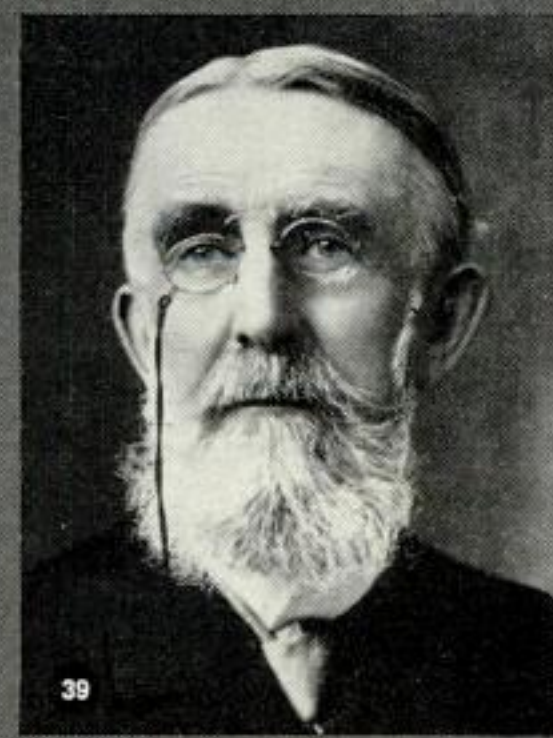
WENDELL STANLEY



ELIZABETH STANTON



LESTER WARD



ANDREW WHITE



EDWARD WHITE



GEORGE WHITEFIELD



CHARLES WILKES

**QUICKER
THAN BRUSHLESS,
CLOSER
THAN LATHER!**



Amazing **NEW** **MENNEN**
Foam Shave

NO LATHERING UP



SPURT! Just press the button—out comes a puff of thick, white foam. Billions of activated bubbles in a split second—far better than any brush lather!

NO STICKY HANDS



SPREAD! Foam Shave covers your face instantly. Its miracle formula takes the fight out of whiskers in seconds, so your razor can mow 'em away!

NO CLOGGING CREAM



SHAVE! Quicker than brushless! No sticky hands. No razor-clogging cream. You shave much closer—stay shaved much longer. Get Mennen Foam Shave today!

MENNEN **Foam Shave** **FOR MEN**

NOTABLE AMERICANS CONTINUED

THIS IS WHAT THEY DID.

Here are numbered descriptions of the Americans shown on pages 14, 15.

- 1—Inventor (1878–). His high-frequency alternator, one of many radio-communication inventions, made worldwide wireless possible.
- 2—Physicist (1905–). Nobel Prize winner (1936), he discovered the positron (positively charged electron) in the cosmic radiation.
- 3—Physician (1785–1853). His experiments with a wound-shattered stomach established the first early knowledge of the physiology of digestion.
- 4—Jurist (1824–98). His writings on constitutional law provided courts with widened authority to curb legislative power of government.
- 5—Actress (1816–76). In her day, leading lady of the American theater, known as “the greatest Lady Macbeth of her age.”
- 6—Physicist (1881–). Nobel Prize winner (1937) and codiscoverer of diffraction and velocity-wavelength relationship of electrons.
- 7—Social Reformer (1802–87). Her investigations and exposé resulted in founding or enlargement of insane asylums in 15 states and Canada.
- 8—Jurist (1805–94). His codification of state law was adopted widely in the U.S. and influenced many British judicial reforms.
- 9—Actor (1806–72). One of the greatest tragedians of the 19th Century, his own private life ended in years of notorious scandals.
- 10—Statesman (1761–1849). Secretary of Treasury, Minister to France and England, and known as “the father of American ethnology.”
- 11—Educator (1831–1908). Organizer and first president of Johns Hopkins University, which helped raise the level of U.S. medical training.
- 12—Botanist (1810–88). Leading American botanist of his day, a book of his was the most popular botany text used for several generations.
- 13—Educator (1856–1906). As first president of the University of Chicago, he helped to make it one of the great universities of the U.S.
- 14—Inventor (1812–86). His invention of rotary press, which quadrupled the speed of printing, ushered in the era of modern publishing.
- 15—Judge (1763–1847). His opinions, handed down in written form for first time in N.Y. supreme court, are widely influential in the U.S.
- 16—Educator (1826–1906). As Dean of Harvard Law School, introduced now common “case method” of teaching law from specific court decisions.
- 17—Chemist (1875–1946). One of most versatile physical chemists in U.S., he helped invent cyclotron and formulate theories of atomic structure.
- 18—Jurist (1764–1836). His code of procedure drafted for Louisiana legislature was first real codification of state law in the U.S.
- 19—Educator (1797–1849). Founder of first permanent institution for higher education of women (now called Mount Holyoke College).
- 20—Jurist (1816–90). As Supreme Court Justice, based his opinions on practical aspects rather than legalistic theory.
- 21—Biologist (1866–1945). Nobel Prize winner (1933), his studies of heredity in fruit flies led to the development of the science of genetics.
- 22—Physician (1819–68). Early pioneer in application of ether, he was first to give a public demonstration of its use as surgical anesthesia.
- 23—Historian (1814–77). One of the first U.S. historians to employ dramatic narrative, his epic work was *Rise of the Dutch Republic*.
- 24—Landscape Architect (1822–1903). Chief designer of New York's Central Park, he laid the foundations of American landscape architecture.
- 25—Philosopher (1839–1914). Creator of the principle of pragmatism, which emphasized practical rather than theoretical questions of philosophy.
- 26—Explorer (1834–1902). First white man to lead an expedition down the Colorado River, he was a scientific explorer of the West.
- 27—Architect (1838–86). Leader of the Romanesque revival in architecture, he helped turn the U.S. away from the Victorian Gothic style.
- 28—Jurist (1781–1861). As judge, reshaped state common law, invariably construing public grants for community rather than private interests.
- 29—Industrialist (1768–1835). His first textile machinery, reproduced from memory of embargoed British models, ushered in U.S. cotton industry.
- 30—Pathologist (1859–1934). Pioneer investigator of livestock pathology, he made first demonstration of the transmission of disease by insects.
- 31—Biochemist (1904–). Nobel Prize winner (1936), he was first to isolate and crystallize a virus, the infectious agent causing disease.
- 32—Social Reformer (1815–1902). A sponsor of the first women's rights convention in the U.S., and a militant feminist leader.
- 33—Statesman (1812–83). Vice President of the Confederacy and sometimes considered the ablest defender in U.S. history of the right of secession.
- 34—Jurist (1779–1845). In his writings at Harvard Law School, contributed significantly to the early development of equity jurisprudence.
- 35—Publisher (1750–1831). Leading publisher of his day, he printed first dictionary in America, as well as many children's books.
- 36—Musician (1835–1905). Conductor of many musical organizations, he was one of the most influential forces to advance music culture in U.S.
- 37—Jurist (1816–88). As seventh Chief Justice, laid the foundation for modern interpretation of due process as a limitation of state power.
- 38—Sociologist (1841–1913). A pioneer of U.S. evolutionary sociology, he helped introduce modern concepts of systematic social planning.
- 39—Educator (1832–1918). First president of Cornell and called one of the chief builders of the modern American university.
- 40—Jurist (1845–1921). As ninth Chief Justice of the U.S., laid down “rule of reason” dissolving Standard Oil Co. and American Tobacco Co.
- 41—Preacher (1715–70). Evangelistic leader of Calvinistic Methodists and of 18th Century religious revival known as “The Great Awakening.”
- 42—Explorer (1798–1877). Commander of the first national maritime expedition, he charted 1,600 miles of Antarctic coastline.

Ford builds them to last...



No car in history has given you so much for your money as today's Ford. Be sure to get all the value built into your Ford by insisting on real Ford care.

Ford Dealers service them to last!



You're in good hands at your Ford Dealer's!

● The forward designing of the industry's largest single engineering staff . . . the thoroughness of Ford's rigid quality control program . . . the grueling tests that are given to Ford cars and their component parts . . . *all* are ingredients that go into making a Ford *worth more* when you buy it.

But this, alone, cannot *keep* its value high!

That's your Ford Dealer's job. He offers Genuine Ford Parts . . . and his mechanics can get factory training in the use of methods and tools which keep Fords at their best. And it's to his interest to make sure that you're happy owning a Ford, and happy with the return you get when you sell it. For, after all, it's how your Ford treats you today that determines how many Fords he'll sell tomorrow.

Sure signs of savings



FORD Division of FORD MOTOR COMPANY
FIFTY YEARS FORWARD ON THE AMERICAN ROAD

Today's loveliest
figures show
the modern taste
is for
Light refreshment

EVERYWHERE you go, you see walking testimonials to modern woman's good sense, good taste, good habits of living. Slimmer, trimmer, more youthful-looking, more admirable in every way—thanks to her careful diet, to modern, lighter meals, less filling foods and beverages.

Insurance tables say she'll live longer, too—and so will her countless men-folk who take care to follow her wholesome example.

Today's Pepsi-Cola is made to suit this modern trend. For Pepsi has steadily kept pace with modern ideas of diet. Pepsi is light, dry (not too sweet), reduced in calories.

You'll find Pepsi-Cola in the familiar economy size that serves two people or in the smaller single-drink size.

Have a Pepsi—the light, modern refreshment.



PEPSI-COLA

refreshes without filling

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SPRING AS EVER WAS—AND THEN SOME



SMILE FROM A RUSSIAN



IKE'S GRANDCHILDREN

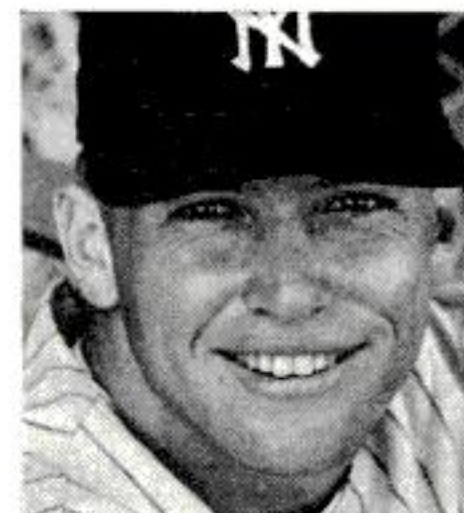
The field of news in its broad sense happily extends far beyond such things as the reporting of vital statistics, coverage of the police station and the ebullient ferment of politics. We report the great achievements and the great disasters as a matter of course, but we also realize that the outbreak of screwy haircuts in Pocatello, Idaho (LIFE, March 23) can be important nationally. And there's always spring. Our perennial interest in the regeneration of life around the world moved Editor Tom Prideaux a few years ago to write a song entitled *What Shall We Do About Spring?*, part of which went like this:

April, May and June
Now is that the kind of thing that
we can safely endorse?
Is it quite in tune
With America's most potent
editorial force?

As this issue indicates, the answer is yes. The spring of 1953 has the added phenomenon of Communist Russia making gestures of peace, which on the face of them smell like the zephyrs of spring over a patch of hyacinths. One gesture was the invitation

of 10 Americans—most of them small-town newspaper people—to visit Russia, where the smiling Americans found some Russian smiles to greet them. Pictures by the guests on this unusual expedition are presented on pages 21 through 25. Another of the gestures, acceptance by Communists of the U.S. offer to exchange sick and wounded prisoners of the Korean war, brought a burst of activity in Panmunjom and in the prison camps. Our pictures on pages 28 through 31 show few smiles but a serious group of people perhaps waiting to smile if the Russians prove to have moved as far in the direction of peace as their gestures suggest.

You will find our concern with the more normal manifestations of spring has not been disrupted. Some good spring exercise is recommended in the furniture refinishing story on pages 74 through 80. Young sluggers of the Yankees who are belting the baseball this spring—and promise to frighten other teams for many springs to come—open the season on pages 103 through 106. The Eisenhower youngsters engage in spring delight on pages 54 through 58 and on pages 160 through 166 you can see the coming of spring as ever was to Clarksville, Ark.



MICKEY MANTLE'S GRIN



SPRING FOR ARKANSAS

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ABBREVIATIONS: CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P.,
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RINSO SPRING CLEANING GUIDE

by Eleanor B. Cook, former Associate Editor of McCall's

These practical ideas will see you through quicker and easier than ever before.



KITCHEN CUPBOARDS. Wash cupboards at least twice a year. Use lukewarm water, brimming with Rinso suds. Wash dusty articles on top shelves with Rinso, too.



WOOD AND LEATHER furniture can be safely washed with a soft cloth wrung out in Rinso suds. Wipe off immediately with clean, damp cloth. Polish with dry cloth.



WALLS. Use a sponge or clean cloth wrung out in warm Rinso suds to remove stains and smudges from painted walls or washable wallpaper. Always work from the bottom to the top. Incidentally, when you see how clean Rinso gets your walls, you can imagine what Rinso will do for your sheets. And the **SOLIUM** in Rinso makes sheets look whiter than new.



UPHOLSTERED FURNITURE. Vacuum, then make thick, dry suds with Rinso. Apply to small area with soft brush. Remove suds immediately with clean, damp cloth.



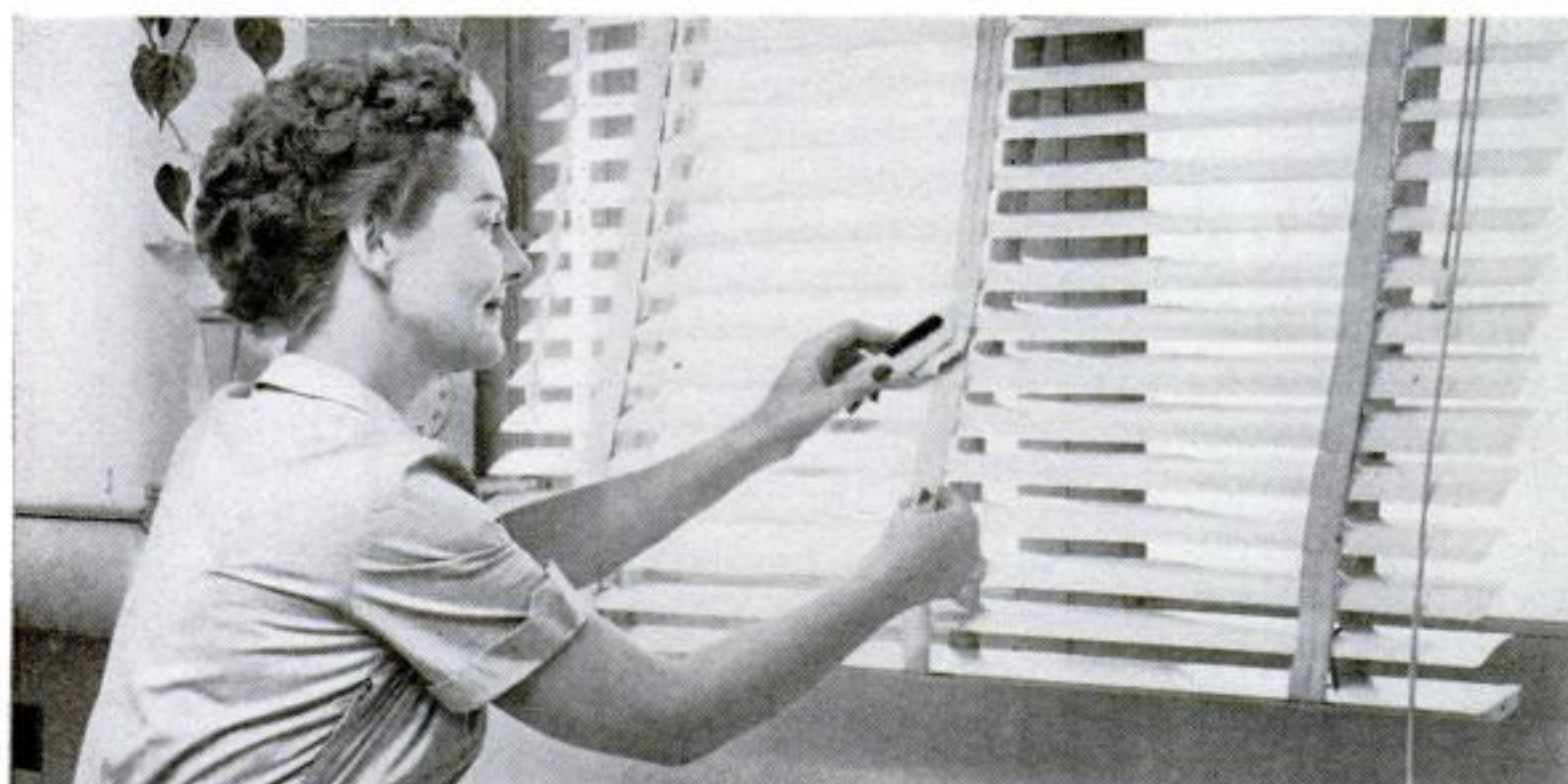
FABRIC LAMP SHADES. If sewn together and colorfast, dip shade in Rinso suds in deep tub. Use soft brush on special stains. Rinse. Pat out water and hang to dry.



PORCH FURNITURE. Turn your children loose with buckets of thick Rinso suds, stiff brushes and a hose. Rinso will do a good job on all kinds of porch furniture.



LINOLEUM FLOORS. Remove dirt by mopping floor with Rinso suds (suds only). Too much water injures floors. Rinse with mop wrung in clear water. Then wax floor.



VENETIAN BLINDS. Wipe each slat on both sides with a sponge wrung out in warm Rinso suds. Use a stiff brush dipped in suds on the tapes. Rinse with clear, warm water. Allow blinds to dry fully open. One of the best reasons for using Rinso at all times is that your hands will not get that rough, reddened look that harsher cleansing agents produce.



SLIPCOVERS. Give washable items a short, agitated soak in warm, sudsy water. Wash briefly in warm Rinso suds. Rinse well. Hang up and shake occasionally.



SAVE 20%. You usually pay about 20% less for Rinso than for detergents. Rinso is guaranteed. See Rinso's Spring Cleaning Promotion, at your grocer's. Lever Brothers Co.



PUBLISHER JAMES WICK HAPPILY BUYS 20¢ WORTH OF ICE CREAM FROM RUSSIAN WOMAN VENDOR WHO, SMILING TOO, WEIGHS PORTION INTO EDIBLE CUP

A U.S. HOUSEWIFE IS ABLE TO SAY 'I PHOTOGRAPHED RUSSIA'

While touring in Europe an unexpected thing happened to 10 Americans, nine of them small-town newspaper publishers and radio station owners. Visas were granted them to visit Russia. From Moscow three cabled home reports breathless with wonder: Russia had subways and candy factories and automatic milking machines. As part of their peace offensive, the Soviets were putting their best foot forward. But the traveling editors saw enough of poverty and shoddy goods to add up to a realistic look at what Russians believed was paradise. Why they got that look was part of the bigger

question of why the glowering Russia of yesterday had suddenly become mild. The likeliest theory was that the Soviets were trying to divide the West and lure it into dropping its guard. Another possibility was that Russia wants a rest on the foreign front while its leaders fight at home over Stalin's power. The least likely bet was that Russia was ready for an enduring peace. One positive result was that the Russians had dropped their own guard long enough to allow the West to see a series of revealing pictures, most of them taken by an American housewife, Dodee Wick (right).



PUBLISHER'S WIFE, Dodee Wick, tucked out from Moscow adventure, strews films on Berlin bed.



SUBWAY STATION, charming to all the editors, seemed to Mrs. Wick "an underground art museum," "shamed" her with superiority over New York.



ANCIENT CANNON outside Kremlin, 40 tons of it, provides a background for Mrs. John Biddle, Wick, Mrs. Wick, John Biddle of Huntingdon, Pa.



COAT HANGER SALESMEN provided an example of Russian free enterprise. They were photographed working the street outside Bolshoi theater.

A MINNESOTA VIEW OF LIFE IN U.S.S.R.

by DODEE WICK

I am a country girl from Minnesota and the last thing I ever expected was to be sleeping in Lenin's bed in Moscow. I did a lot more during my nine days in Russia, including going through the Kremlin and dancing with a Russian who while we waltzed sang "It's spring outside, it's beautiful" into my ear.

In Moscow my husband and I were put up in the National Hotel's suite of honor where, we were told, Lenin stayed during the six months when he consolidated the Red Revolution. All the furniture in it was the color you would expect in Russia—red.

Here are the impressions of an American housewife of how life is lived in Russia:

BEAUTY PARLORS. I went to have my nails done and was I flabbergasted to learn that so many Moscow women go to beauty parlors regularly. I got in a line 10-deep waiting. Also they got one of my nails too short and I got an infection. No harm intended, I'm sure.

CHURCH. I went to Easter services at the Russian Orthodox church. I had to take off my shoes to keep from fainting, it was so crowded. The services were beautiful, the cathedral magnificent. We asked the guide and he said that religion in Russia is a sort of "magical superstition of the people." Actually they looked very reverent.

SHOPPING. To a woman it was fantastic how no one did any window-shopping. Just as if they had all decided exactly what they wanted and were rushing about buying it, rushing about in long strides.

TOURS. One of our girl guides annoyed me by crediting everything to Stalin, the great Stalin. When I wanted only to know the name of a river, or some building, she always worked Stalin in. Two of the other interpreters were really quite nice, that is they didn't mention Stalin every other word.

ALCOHOLISM. I saw only three drunks in seven days in Moscow. And that very late at night. **HOTEL SERVICE.** Out of this world. They washed a shirt literally in a matter of minutes and had it back to you.

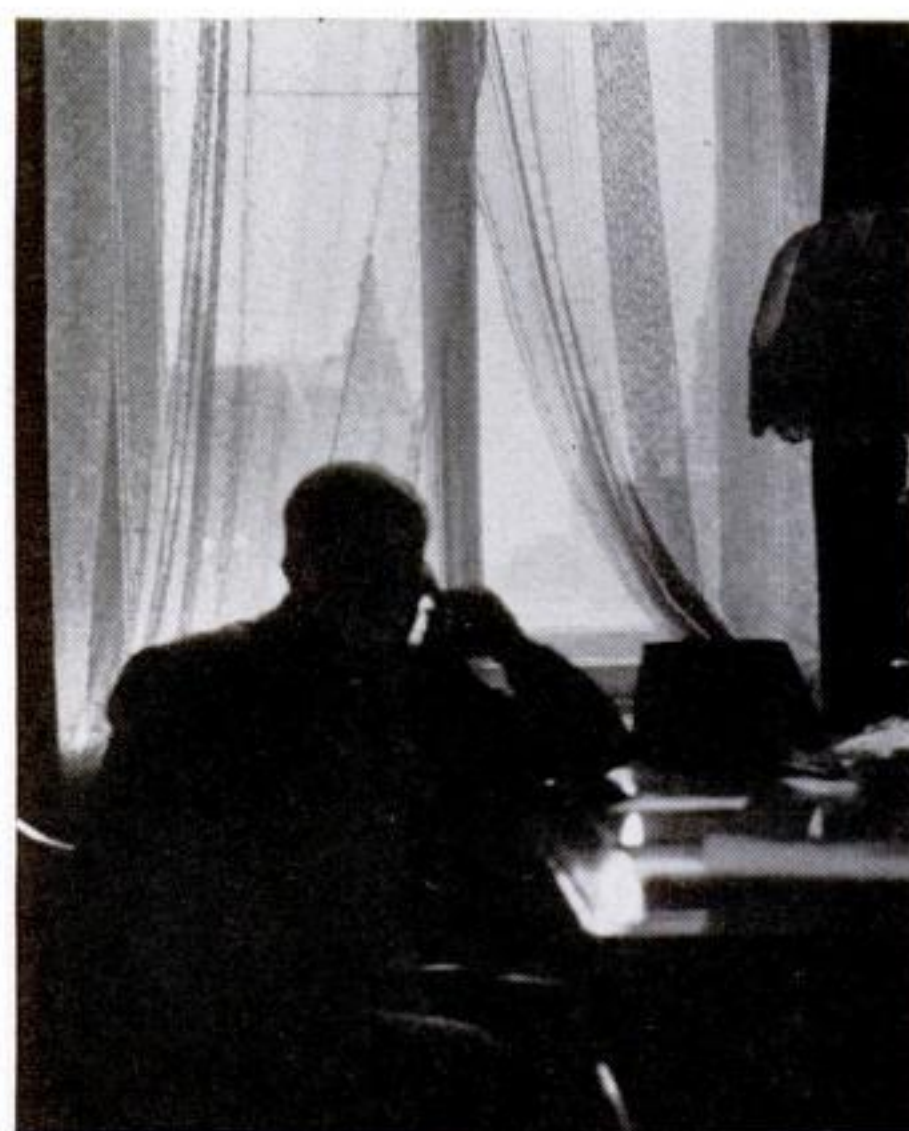
TIPPING. In Brest-Litovsk, going back, porters came to carry our party's luggage a very short distance. A man said, "It will cost you five rubles a bag." That's \$1.25. So up Jim (my husband) spoke friendly like and said, "Never mind, we'll carry our own." Then the man, just as friendly, surprised us by saying he would carry them for free. With the Russians, I guess it's all or nothing.

PRIVACY. At one stop on the train there was a Chic Sale booth with no door facing the railroad station. I personally felt this was carrying it a bit far.

TRAIN TRIP. We asked for and got permission to leave Russia by train and rode 51 hours to the border in a very de luxe train. At Brest-Litovsk, Jim and I got separated from the rest of the party and ran into a nice little boy who spoke some English. Trying to get back to the railway station we really got lost and ran into a policeman who took us, not to the railway station, but the police station. Finally the little boy was able to get the two words "Amerikanskiy Zhyrnalistika" across to the police people and with courteous salutes they let us go.



STREET SWEEPER (like all of them this was a woman) dusts off cobblestones behind a trolley bus. Mrs. Wick "never once saw debris on the streets."



IN LENIN'S ROOM at National Hotel, Wick prepares broadcast. Dodee found it "quite a feeling to sit, munching caviar and looking at the Kremlin."



BOUNTIFUL TABLE, rich in fruit, awaited editors at special party. A Soviet newsman quaffs wine as Harrison Salisbury, New York Times, sits back.



MOSCOW UNIVERSITY, to open in fall and "a gorgeous thing" to the editors, rears 38 stories. Party's ZIM sedan (about Buick size) is in foreground.



POLITICAL SCIENCE CLASS, intent on their notebooks during a lecture, fills up the pewlike benches in Moscow University's old quarters from

which they will move to the new skyscraper at the left. All of the students, in the 17-18 age group, stood up politely when visiting editors departed.



AT ART MUSEUM students, some of 3,000 who visit daily, warm themselves at a centrally placed radiator while hearing lecture. Wick party "rushed through the Moscow Art Museum where they have lots of old junk—17 Rembrandts."



ON CONSTRUCTION JOB tour leader Marcel Duriaux lends a neighborly hand on crowbar as men and women workers, who are laying foundations of new state apartments on Lenin hills, take a break and watch their guest work.



COMRADELY DRINK brings together (from left) Mrs. Wick, Vladimir Mor-ye, of Soviet magazine *News*, who proposed Eisenhower toast, and Jane McIl-vaine of Downington (Pa.) *Archive*. Mrs. Wick found Russian men flirtatious.



DOUBLE ARMFUL beguiles Publisher Wick at a party in Georgian Arogy Restaurant given by regular correspondents in Moscow as he embraces a Russian girl (left) and Mrs. Eddy Gilmore, Russian wife of Associated Press bureau chief.

OUTSIDE MOSCOW SIGHTSEERS PROVE THE BIGGEST SIGHT OF ALL



UNIFORMS struck Mrs. Wick as dominant costume. These are worn by conductor (*right*) and one of soldiers who filled train on which editors left.



CUTE TWINS, who came to drink pop and see train at a way station, caught Mrs. Wick's eye. "They were only twins I saw in Russia," she said.



COTTON STOCKINGS are sold by two women vendors in what Mrs. Wick called "Times Square" of Brest-Litovsk, on the Polish-Russian border.



VIEW FROM TRAIN WINDOW intrigued Mrs. Wick while they were speeding through Western Russia toward home. After seeing that everything was up to date in Moscow, she thought the Russian countryside was dreary and decrepit.



SLIP IN THE MUD by Publisher Wick provided "a good laugh" for editors as they crossed thawing field after leaving cowbarn (*background*) on visit to Molotov collective farm near Moscow. In the foreground is their Russian girl guide.



NEWFANGLED BARN interests E. A. Simon, Tarentum (Pa.) *Valley News*, as woman manager shows machine milking one of 167 state farm cows.



OLD-FASHIONED HOUSE on same collective farm is home of young felt-booted farmer and mother. On wall is certificate of their high production.



ARDENT COMMUNIST, a teacher at Brest-Litovsk, tells Wick (*shadow in foreground*) "things will be much better in America after revolution."



RUSSIANS PEER AT AMERICANS who, in turn, are peering at the display in a jewelry store window which they saw while they were killing a five-hour train layover at Brest-Litovsk, a town of 20,000 on the Polish-Russian border.

"Pretty soon," said Mrs. Wick, recalling this moment of traded curiosity, "a crowd of several hundred Russians was following us, just like the Pied Piper. They looked as though they were thinking, 'What has come down from Mars?'"



SHIPPING ON ICE The Great Lakes shipping season got under way last week and then stopped dead. Shore ice, jolted loose by an icebreaker, packed into a mass that plugged the locks at Sault Ste. Marie which connect Lake Superior and

Lake Huron. As a result, 176 long, low-backed ore carriers and grain boats were halted on both sides, and Whitefish Bay (*above*) took on the look of a staging area for a great wartime convoy. After five days the wind shifted and the locks were flushed and reopened to the waiting traffic.



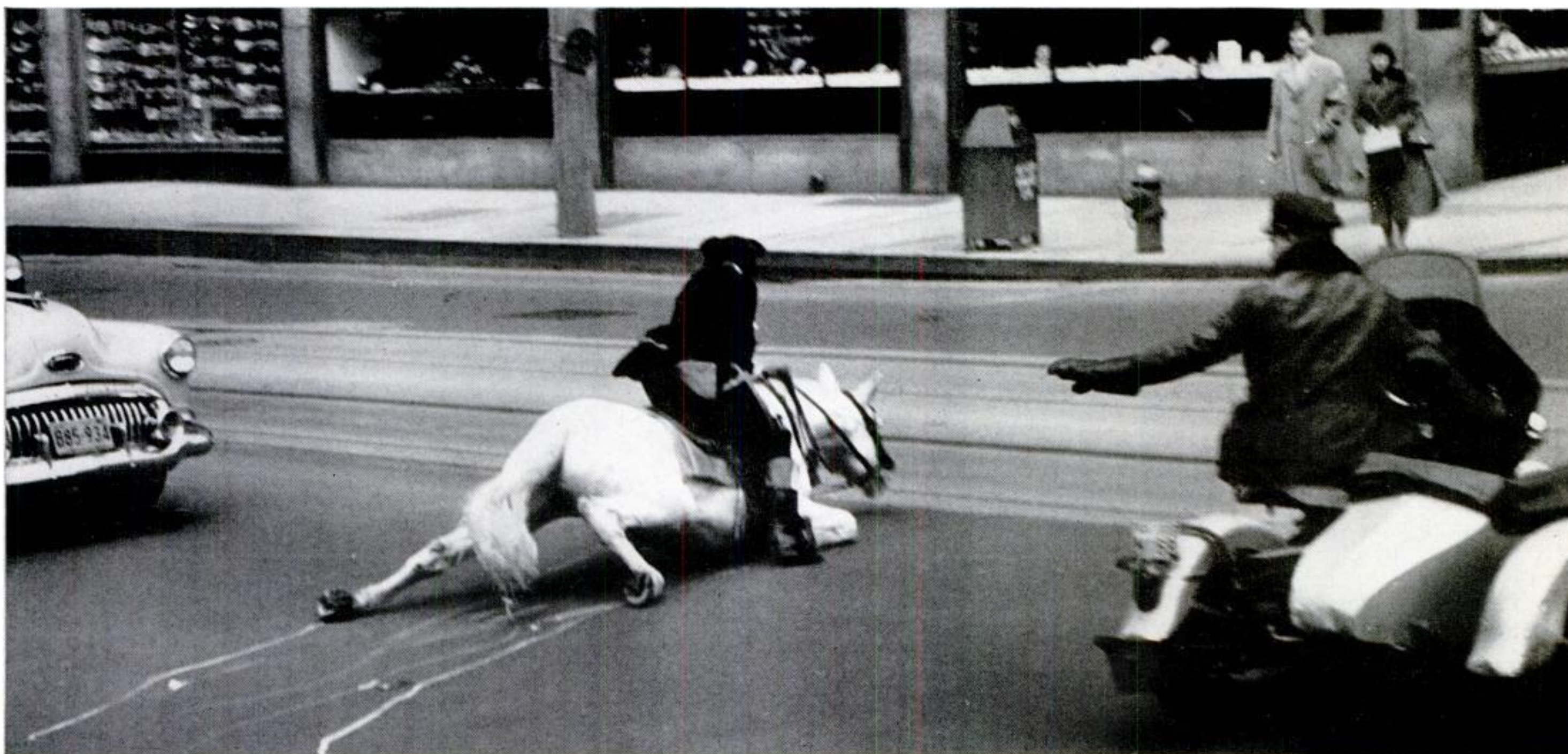
DAG'S BIG JOB Just after being sworn in as the second Secretary General in U.N. history, Sweden's Dag Hammarskjöld took a lonely look around the handsomely paneled office suite he inherited from Norway's Trygve Lie, who has called the

job "the most impossible in the world." Earlier Hammarskjöld, in a five-minute speech of acceptance, told a packed assembly session including representatives of all 60 member nations that "I am here to serve you all" in a U.N. working for "reconciliation and realistic construction."



G.O.P. SQUARE DANCE→

Taking over as chairman of the Republican National Committee, Leonard Wood Hall advances like a country square dancer to get a sashaying shoulder slap from the President. A longtime (1939-53) congressman from Long Island's Oyster Bay, Hall quit a \$30,000-a-year job to take the party post at no salary at all.



REVERE'S RUIN

Out in Milwaukee Arnold Braun put on a Paul Revere costume and mounted a horse. Like the Revolutionary hero, Braun had a mission—to warn the citizens against a proposed political reapportionment. Unlike Paul Revere, Braun

had to cope with traffic signals, motorcycle escort and pavement. Turning was easy for the motorcyclists, but Braun and his horse were going too fast and, in applying the only brakes they had, wound up in a posture which accurately predicted the sad outcome of their politicking.

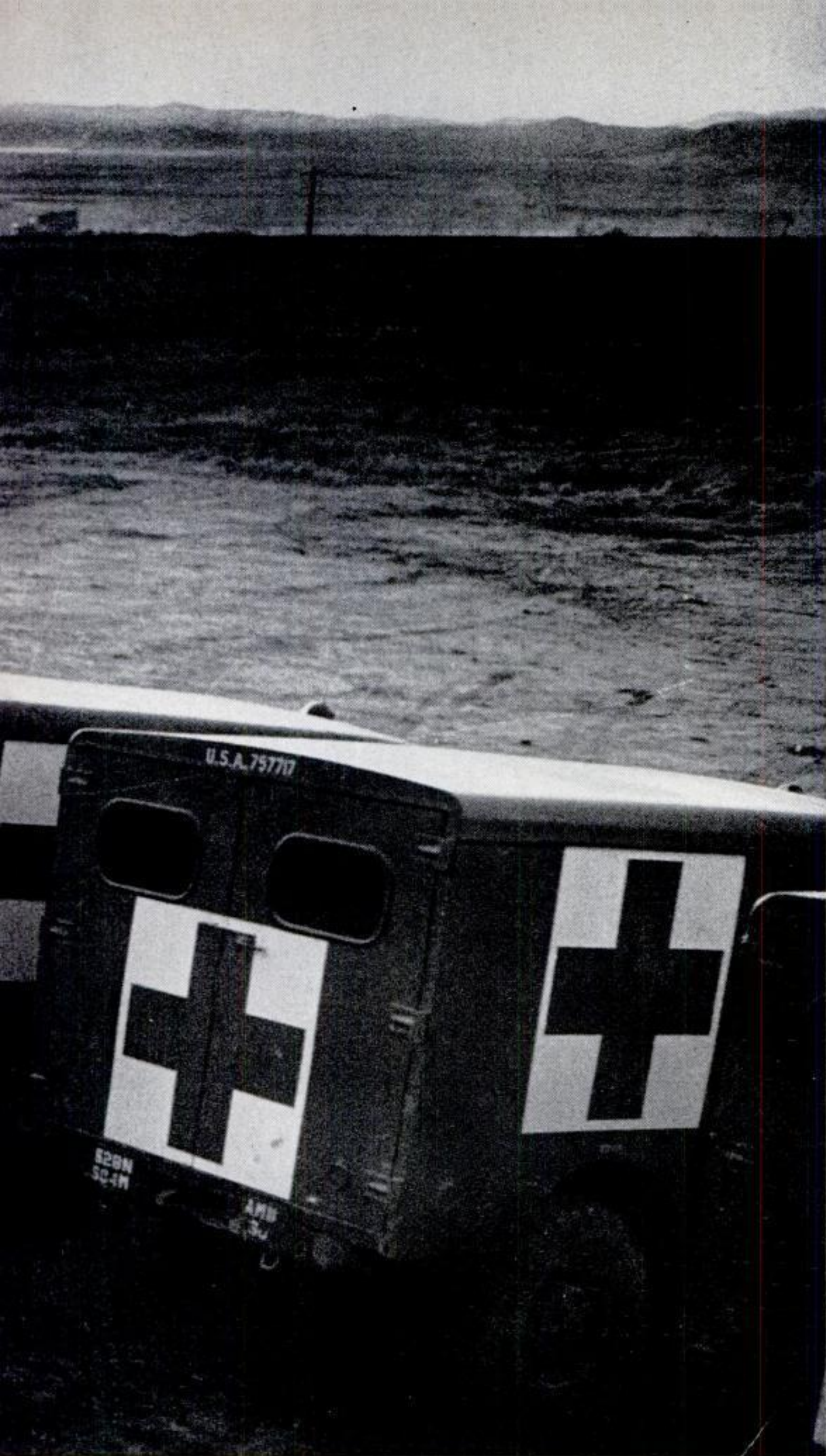


A FLEET OF U.S. ARMY AMBULANCES STANDS READY AT FREEDOM VILLAGE TO RECEIVE AILING U.N. PRISONERS OF WAR FROM THEIR COMMUNIST CAPTORS



RED SECURITY PATROL of North Koreans struts toward outpost at Panmunjom. Each side maintains guard units to keep check on rules of neutral zone

where prisoner exchange talks were conducted. Even during six-month break in armistice talks, enemy units maintained vigil and exchanged prisoner mail here.



THE LONG ROAD HOME SHORTENS A LITTLE

Agreement on wounded revives hope for peace

For 600 United Nations troops, sick, wounded and weary of Communist imprisonment, there never would be a more welcome sight than the dusty American ambulances (*above*) in the desolate village of Panmunjom in the middle of war-shattered Korea. They were ordinary "meat wagons" but they were also the limousines of freedom—and some of the 600 had been waiting almost three years to take the ride. The terms on which the 600, including only 120 Americans, were coming home were somewhat disappointing—U.S. negotiators agreed to trade 5,800 sick and wounded Red prisoners of war for them—but the exchange gave the world its first hope in many months for an end to the war that started June 25, 1950.

Before the ink was even dry on the accord which had been reached in six days of remarkably correct meetings at Panmunjom, the Reds began pressuring the U.N. high command to resume full-scale armistice talks. The free world had been let down before, but the exchange of wounded seemed to provide some basis for belief that the rest of the 13,000 Allied prisoners in Communist hands might soon have their freedom too.



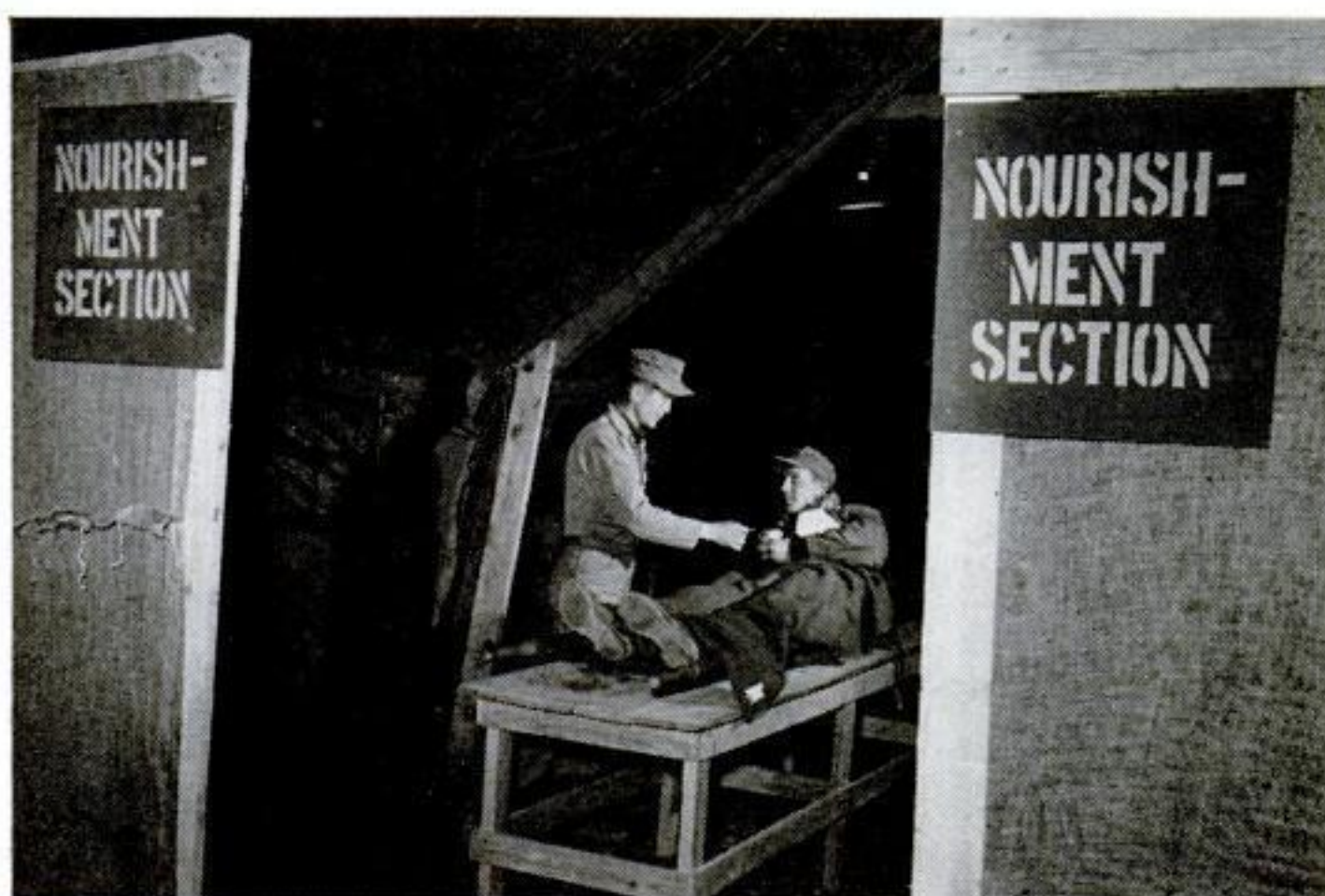
U.N. NEGOTIATORS wait outside truce hut to resume daily talks with Reds. Rear Admiral John C. Daniel, head of Allied liaison group, paces alone (*right*).



RED NEGOTIATORS, led by North Korean Major General Lee Sang Cho, enter Panmunjom. Behind them is one of few mud huts still standing on truce site.



U.N. AND RED LIAISON GROUP TRUDGE INDIAN STYLE ACROSS A FIELD IN PANMUNJOM NEUTRAL ZONE TO MARK OFF EXACT POINT OF PRISONER EXCHANGE



FOOD OF FREEDOM is offered Marine in test run of nourishment center in reception area where returned U.N. PWs will be given battle casualty treatment.

THE DETAILS ARE HAMMERED OUT

Almost on receipt of the Reds' acceptance of a standing U.N. invitation to discuss the trade of sick PWs, American troops set about preparing for the exchange. To handle the Reds who would be brought up from the island stockades, a great shed was hastily erected (*below*). To handle the incoming U.N. troops, they erected a tented Freedom Village near Munsan, complete with field hospital, delousing tents and familiar chow. The Reds will hand over 100 men a day—six days in all to return the 445 South Koreans, 120 Yanks, 20 Britons and 15 Canadians, Turks, Greeks and Dutch. The Reds will get their troops back at the rate of 500 a day. To make sure the transfer goes smoothly, enemy liaison groups met repeatedly in the rice fields to hammer out the on-the-spot details of the precise point of transfer (*above* and *opposite page*). There were other matters to be ironed out by lower level officers even after the agreement was reached, and not until the last man was safely across the line would U.N. officers be entirely satisfied that the trade had gone as planned.



SHED FOR REDS, erected by U.S. engineer troops, will be used in the final processing of Communist prisoners before they are checked out to North Korean

and Chinese officers. An earth grader (*background*) packs down the dirt hauled in by the truckload to provide a floor for the enemy troops to be quartered here.



DELIBERATE AND DETERMINED, U.S. Colonel Clyde G. Young explains with gestures to grease-spattered North Korean Colonel O. Hung Son the U.N.

position on selection of exchange sites. Despite comparative smoothness of main talks, this phase of negotiation went slowly due to slow staff work of the Reds.





EMOTIONAL MOMENT came for Adenauer in capital when he put wreath on grave of Unknown Soldier and band played German anthem.

BONN VOYAGE

West Germany's chancellor comes to the U.S. bringing his problems and a taste for art

Last week, for the first time in history, a chief of the German government set foot on U.S. soil. He was Konrad Adenauer, 77, wise and wiry chancellor of the West German government at Bonn. He brought a painting for President Eisenhower (*below*) and a kit-bag bulging with troubles. Adenauer had come for assurance; he wanted to talk to the President, Secretary Dulles and other high U.S. officials about such tricky questions as the Saar problem and weapons for his country's share of a European army. The atmosphere was made even more touchy by Russian moves which might be designed to destroy the European Defense Community itself.

Somewhat to his surprise—he himself remarked that his land and this one had had some troubles over the past few decades—Adenauer found himself warmly received. Also, as a connoisseur of art, he found time to indulge interests above and beyond war and politics. In New York City Adenauer and his daughter Lotte managed a 90-minute visit to the Metropolitan Museum where he gently took the management to task for not displaying any work of Salomon Ruisdael. In Washington he not only collected an honorary degree (*opposite page*) but sandwiched in trips to the National Gallery where he proved a knowledgeable Rembrandt fan. At week's end, encouraged by the progress of his talks, he declared himself "extraordinarily satisfied" and emplaned for California.



STUDY IN ATTITUDES was displayed at Washington airport as a formal Adenauer (*center*) was welcomed by Dulles and Vice President Nixon, both with hands in pockets.

SOME PAINTINGS ADENAUER LIKED



ARTISTIC HIGH POINTS in Adenauer trip were a Velazquez he admired in New York's Metropolitan (*left*), a painting by an unknown 16th Century German



which he brought over to present to Eisenhower (*center*) and a Vermeer called *A Woman Weighing Gold* which he kept returning to in National Gallery tours.



TV CAN BE EDUCATIONAL, TOO

SPRING CLEANUP

Thanks to 43 million passenger cars, our roadsides have become the garbage cans and wastebaskets of the ubiquitous U.S. motorist. He and his family leave a spoor of old cushion springs, empty rye pints, eggshells, beer cans, watermelon rinds, disposed-of disposable tissue, abandoned pickle bottles, brimless felt hats and even female undergarments.

Other types of outdoor zanies cut down or root up blossoming young trees, flowers and shrubs, scrawl or carve their names and sordid sentiments on mountainside and monuments, and, through criminal carelessness, start forest fires.

Our Great American Outdoors will finally turn into one vast refuse heap—unless something is done about all this. Fortunately in Portland, Ore., a man named Samuel Moment, an economist for the Bonneville Power Administration, is doing something. Backed by his fellow members of the Izaak Walton League, Mr. Moment has launched a "Keep America Beautiful—Don't Be a Litterbug" campaign. He is urging the automotive industry to provide all new cars with trash receptacles so that motorists can stop dumping their refuse overboard. He wants the petroleum industry to provide at filling stations paper bags for the disposal units of cars. After a grease monkey has done his usual stuff, he can empty your trash basket. Mr. Moment also wants legislatures to give money for more rubbish cans and a brisker scavenger service for them. He has started an extensive educational campaign to teach Litterbugs and Vandalbugs in Oregon to stop acting like pigs. He has persuaded Walt Disney to make a picture about it.

We haven't heard of a worthier cause in years and wish Sam Moment and his cohorts every success. Let's get this place policed up!

Station KUHT-TV, which belongs to the University of Houston and the flourishing Texas community it serves, is scheduled to begin noncommercial educational telecasting this week. Educational TV is hardly brand new in the U.S., but a noncommercial station operating on an educational license is something that has never existed before in our history. We therefore congratulate Houstonians in particular and Texans in general on setting what we believe, and certainly hope, will become a nationwide trend.

One year ago this month the Federal Communications Commission reserved 242 channels across the country for noncommercial educational TV. It did so despite commercial telecasters who branded the commission's action as a "waste of precious spectrum space." But such philanthropists as the Ford Foundation did not consider the action wasteful; on the contrary they thought it so worth getting behind that they peeled off \$5 million just to help educational TV find its feet. The 242 channels were reserved until June 2 of this year.

There is, of course, more to educational TV than merely getting a channel, and a blessing, from the FCC. Minimum cost of building a TV station is about \$250,000, and about another \$150,000 is needed to maintain it for a year. Finally—and perhaps most difficult of all—suitable programs must be devised to keep the station going.

Educational TV is now being fostered and fought for at the local level on a sort of cultural community chest basis. Colleges and universities, museums, religious groups, educational authorities, farsighted industrialists and people of goodwill led by the National Citizens Committee for Educational TV are joining together in our historic and admirable spirit of barn-raising.

The Ford Foundation's Fund for Adult Education has helped mightily through its offer to put up \$1 for every \$2 a station raises on its own. The fund has also given \$1.5 million for a program exchange center, making it possible for educational stations to trade TV films; if Cal Tech makes a picture on atomic science and Harvard makes a picture on Greek tragedy, they will be able to swap. If enough stations get under way to show how good educational TV can be, state legislators should soon be knocking each other down to get in on the act.

Just how good can educational TV be? Well, in its classroom phase we know from the audio-visual work now being done in over 100 colleges and universities, five medical schools and 30 school systems—as well as in our Armed Forces—that TV can be a marvelously effective mass instruction medium. Houston's president, Dr. W. W. Kemmerer, figures that once KUHT has hit its full stride, the university can save some \$10

million on physical plant, like more classrooms, that it won't have to build.

In the cultural field the possibilities of sharing and expounding great music, literature and art should be limitless. Iowa State College's station WOI-TV at Ames has been proving for the past three years that public benefit programs—how to prune a tree, take care of anemic pigs, set broken bones, put up chowchow—can draw huge and loyal audiences. Probably the most spectacular work WOI does is in what might be called its "slice-of-life department," e.g., telecasting a town meeting during a dingdong fight over public funds just before the community goes to the polls about it. Anybody who saw Jake Malik or the Kefauver hearings or last summer's political conventions knows what we mean by slice-of-life on a national scale. Well, local slices can be fun too.

Is there an adequate audience for educational TV? This question scarcely deserves an answer. The old commercial telecasters' shrugging excuse of "simply giving the public what it wants" is as dead as druids. In 1930 William Paley, then president of CBS, had the eccentric notion of broadcasting the New York Philharmonic concerts over his network every Sunday. Colleagues assured him that there was no audience for it. Paley said he would create one, and he did. Thanks to his efforts and those of his competitors forced to follow his lead, phonograph records of good music now are gradually overhauling the sale of popular music platters in this country, and in 1951 Americans bought more tickets to symphony concerts than they did to baseball games.

The hunger of our citizenry for culture and self-improvement has always been grossly underestimated; the number of Americans who would rather learn a little something than receive a sample tube of shaving cream is absolutely colossal.

So far, in addition to Houston, only 13 communities have been granted station-building permits by the FCC, and 11 more applications are pending. If for no other reason than that seven of the last 12 months were spent by our people in electing a president of the United States, the FCC should extend the reserve period for the educational channels. Who could adequately get behind building noncommercial TV stations when our entire government virtually ground to a halt for at least half of 1952?

The Joint Committee on Educational Television, which speaks for educators, will submit a petition for extension, and the FCC should grant it. Our largest cities should be given another year, our medium-sized cities another three years and our small communities another 10, if need be. Educational TV deserves and must have the best break we can give it.



...what was the name
of that new blue stuff?



It's New!

CHEER is a new and different clothes-washing detergent . . . most exciting discovery in Procter & Gamble's 116 years. It guarantees you the cleanest, whitest washes possible.

Yet CHEER is safe for even the delicate washable colors in your family wash.



It's Blue!

And just watch CHEER's sky-blue granules make instant white suds—peppy, long-lasting suds that whisk out even the greasiest, grimeiest dirt—and then keep it from sneaking back into the clothes.

So CHEER can guarantee you the cleanest, freshest washes possible.



It's Magic!

You'll get the whitest whites and brightest colors possible—guaranteed—because CHEER's exclusive formula brings you a scientific Blue★Magic whitener that works in the newest, most modern way.

Next washday, get new blue CHEER, the Blue★Magic suds.



Winning Colors

WHITE • CHOCOLATE FUDGE • GOLDEN YELLOW

FRESH, MOIST AND BEAUTIFUL! Made with Pillsbury (the largest-selling cake mixes).

You get big, triumphant fresh cakes like these without cracking or separating a single egg.

The choice, wholesome country eggs are right in the mix. Milk is *all* you add.

Pillsbury CAKE MIXES

WHITE • CHOCOLATE FUDGE • GOLDEN YELLOW

and the new Angel Food Cake Mix —



Contains the whites of 13 eggs
—water is all you add
The new Pillsbury
Angel Food Cake Mix.
Makes Angel Food
so grand you have to
eat it to believe it.

**Pillsbury, the complete
Cake Mixes,
bought by more women than
any other brand—by far.**

What goes into a Pillsbury Cake? All the good rich things it takes to make a real quality cake, the finest ingredients money can buy. Pillsbury spares nothing, cuts no corners. You get special shortenings, specially granulated sugar, finest flavoring extracts, choice, wholesome country eggs. And of course, Pillsbury's own wonderful cake flour, sifted more than 40 times.



Milk is all you add

No eggs to buy. No flavorings or extras of any kind required. These are the complete mixes, the quality mixes, the economical mixes.

Since '65,
the world around,
this mellow brand
has been renowned;

It's winning
extra fame today
by giving *most*
for *what you pay.*

Paul Jones

SINCE 1865...
Now 5 generations finer



*You just can't buy a
better drink at any price!*

FRANKFORT DISTILLERS CORP., N. Y. C., BLENDED WHISKEY. 86 PROOF 72½% GRAIN NEUTRAL SPIRITS

'LAST LEAF ON THE TREE'

One of the first New Dealers
quits capital after 20 years

WASHINGTON

The little old lady sat at her desk delving deep down to clean out the drawers. On brown hair, still unstreaked with gray, perched a familiar black tricorner hat. For Madame Frances Perkins it was her 71st birthday and the last day of 20 years of government service. One of the first of the original New Dealers, she was now the last of Franklin D. Roosevelt's associates to leave.

Frances Perkins became Secretary of Labor the day Franklin D. Roosevelt was inaugurated. She was the first woman Cabinet member in U.S. history; she served 12 years in the Cabinet, seven years more as a civil service commissioner. She submitted her resignation the day Dwight D. Eisenhower was inaugurated; it was accepted 80 days later.

As she cleaned out the desk, the telephone kept ringing. Robert Ramspeck, who served with her on the civil service commission, dropped in unannounced to express regret. "It's quite an accomplishment to be the last leaf on the tree," Miss Perkins said buoyantly. (Throughout her official career she had been known as Miss or Madame Perkins though for 39 years she had been married to Paul Caldwell Wilson. He died in 1952.)

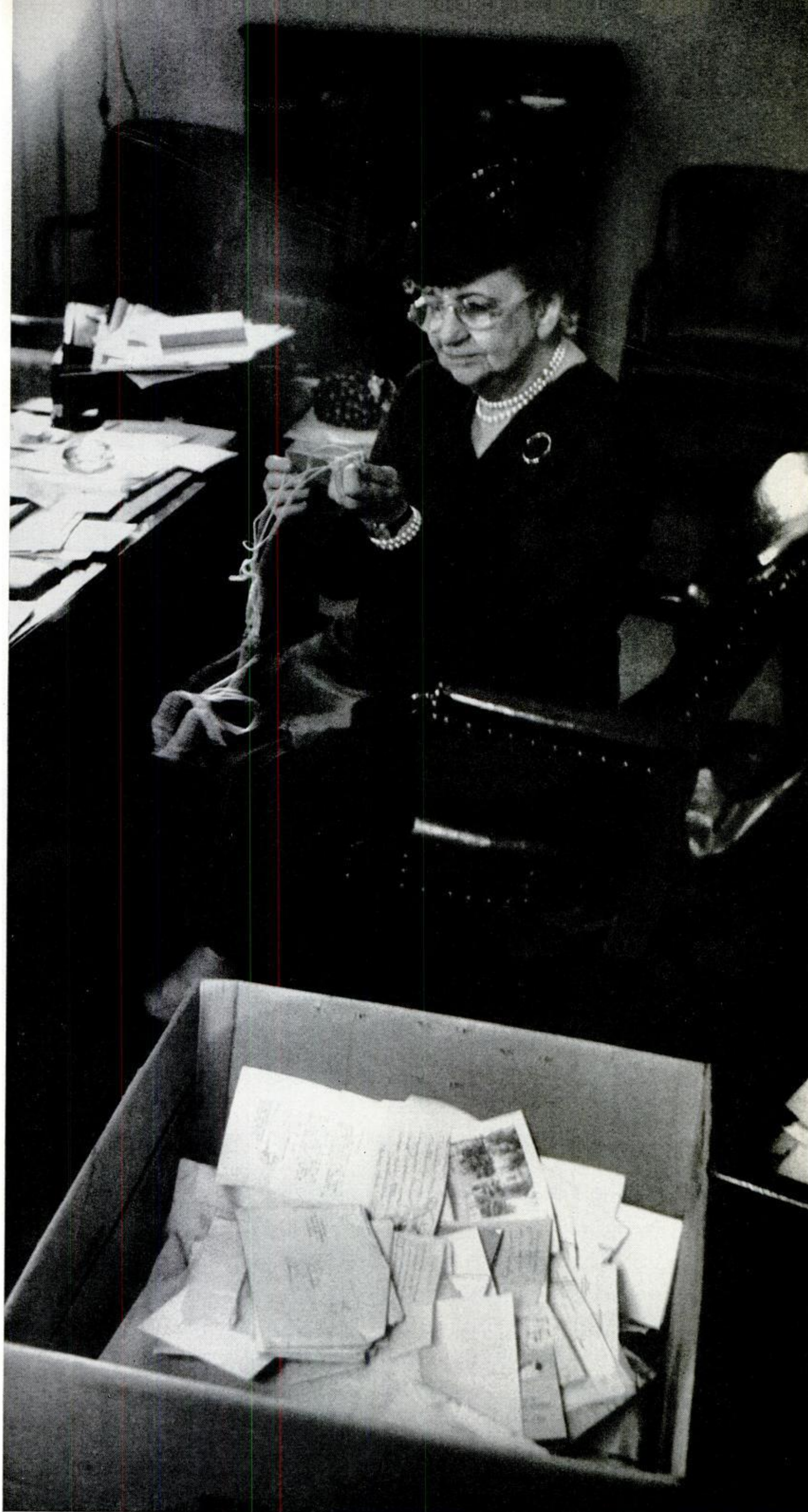
She took time out to fill in her application for a social security number. As the F.D.R. aide most responsible for establishing social security she could have had Card No. 1 as a special privilege. She had refused it and, as a Cabinet officer and civil service commissioner, she had never needed one before. "I will have a number," she said, "for the first time." This week she starts her new job as guest professor at the University of Illinois for six weeks. Her lecture subjects will reflect her experience in government and politics: "Labor and the New Deal," "Political Pressure on a Federal Administrator," "The Roosevelt I knew."

The woman who had outlived her critics had no regrets as she fished up the memorabilia of the past 20 years: some twine, sewing needles, a printed prayer ascribed to St. Francis of Assisi ("Every government official should know it by heart") and a badge from the 1948 convention. "I'll put all my presidents' letters together in my handbag," she said. "Roosevelt, Truman and today Eisenhower. . . ."

One of her secretaries came in, opened her purse. "Have I got enough money?" asked Miss Perkins. "Every Friday my girls look into my purse to see if I have enough money for the weekend. Who's going to do that now?"

The colored messenger, Rudolph Valentino Williams, helped her into her coat. "I'm grateful to God to have lived in these times," said Miss Frances Perkins.

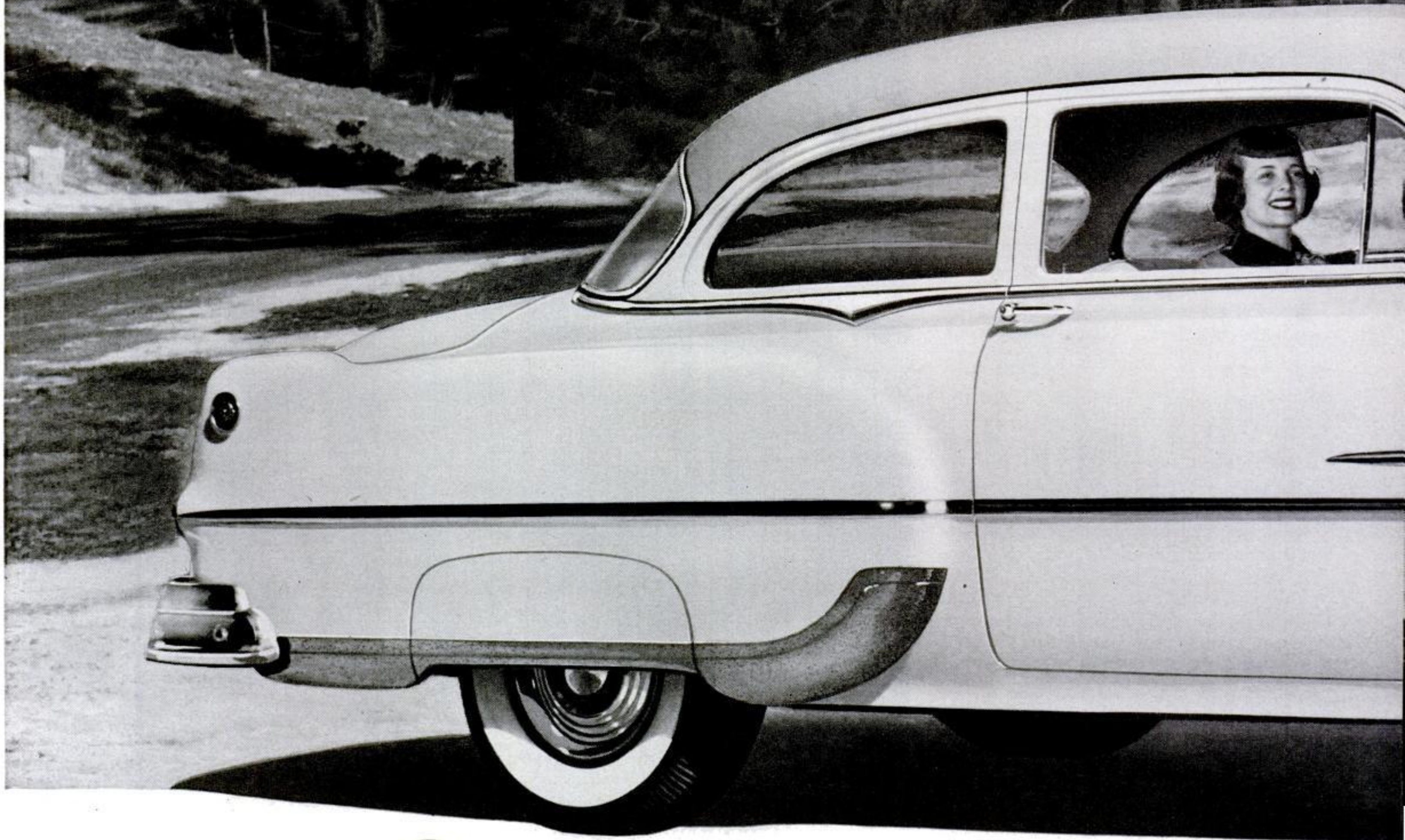
—WILL LANG



AMONG HER SOUVENIRS of 20 years in Washington, Miss Perkins kept twine, stored in antici-

pation of a wartime shortage. Also in drawer were an old railroad ticket, letters from three presidents.

DEFINITELY - A CAR



HIGHLIGHTS OF PONTIAC QUALITY AND VALUE!

Long 122-Inch Wheelbase

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Exceptional Steering and Parking Ease

*Optional at extra cost.

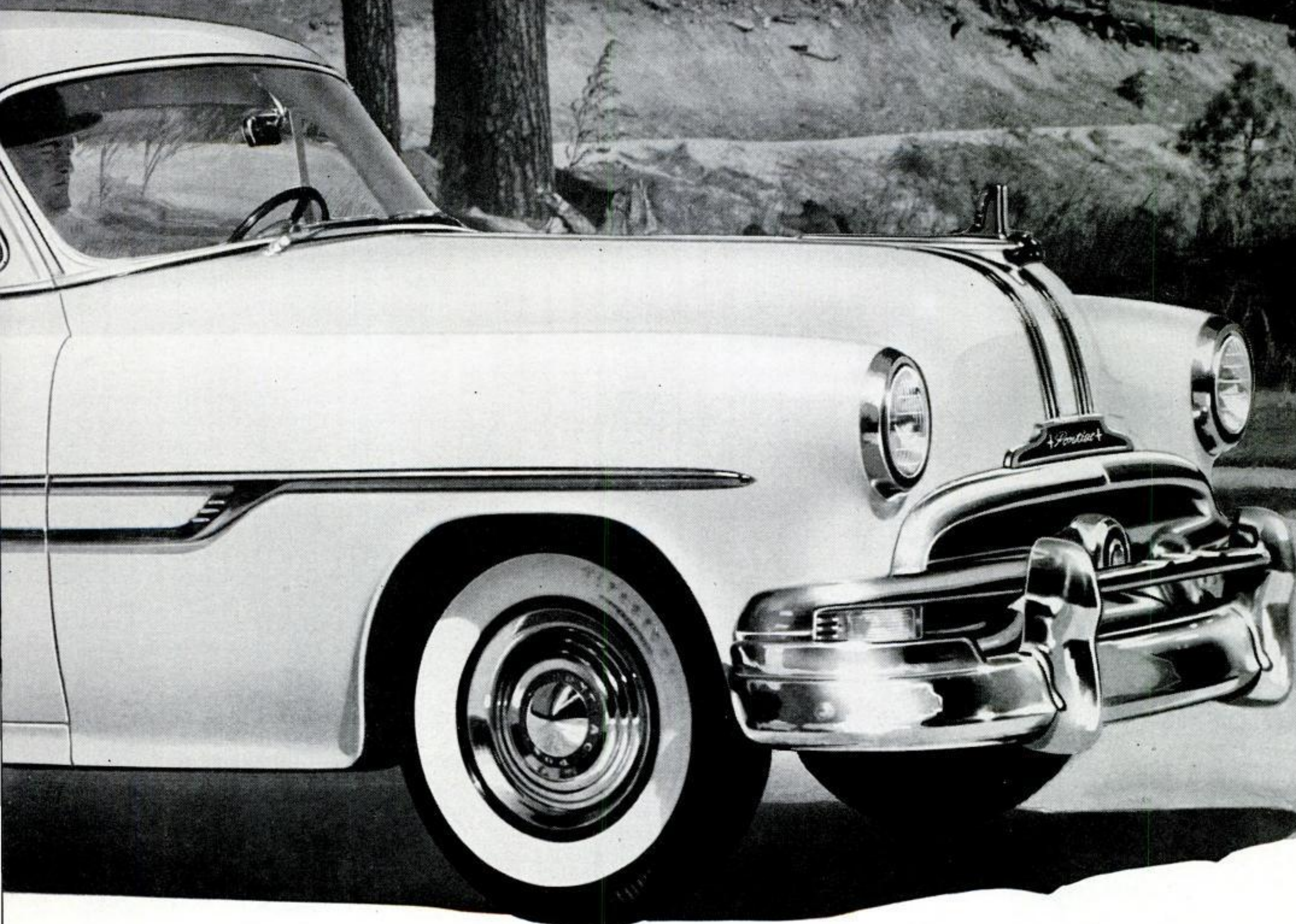
There is something very satisfying in the ownership of a Pontiac. Every mile you drive you are pleasantly conscious of its distinctive character.

You know that you command a car with more power than you'll probably ever need in its rugged, high-compression engine; a big, roomy, restful car with striking Dual-Streak styling and luxurious Body by Fisher. And, if you like, you can enjoy the many advantages of Pontiac's new Power Steering*.

These are the qualities that give Pontiac a unique position in the industry—qualities that add up to all that any car can offer—yet are available to you

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DRIVE A GREAT NEW DUAL-STREAK PONTIAC!

LIFE ON THE NEWSFRONTS OF THE WORLD

Business gets to use atomic energy, Canada gets a crippled goose, and Sitting Bull gets a new grave

Atomic energy made both military and civilian news last week. At the Nevada testing ground an atomic device set off 5,000 feet in the air was so powerful that windows were broken in Las Vegas, 75 miles away, and the flash was visible in Mexico, 1,000 miles away. Observers thought it the biggest atomic explosion the continent has seen.

In Washington the Atomic Energy Commission has come up with a program to end the government monopoly of atomic power, giving private business its first chance to build nuclear reactors and produce atomic energy for peaceful purposes. The AEC recommendation, which will require major changes in the Atomic Energy Act, has been approved by the President and will now be presented to Congress for legislative action.

Edward Grammer, who committed the "not-quite-perfect crime" (LIFE, Sept. 15) in Baltimore when he tried to make his wife's murder look like an automobile accident, was sentenced last week to death by hanging.

'Clever' man dodges the Army

Accused of violating the draft law, James Garst was described by the New York judge who acquitted him as "a very clever young man." For four years Garst put off his induction by a student deferment, travel in Europe, another student deferment, an attempt to get a draft-deferred job and a claim that he had joined the National Guard (he hadn't). When the draft board finally nailed him, Garst refused to be inducted—and made it stick legally—because he was then one month over-age.



MILWAUKEE SQUAWS GREET THE BRAVES

When the Milwaukee Braves (nee Boston Braves) arrived in their new home town, the citizens gave them an impressive greeting. There were 500 feet of red carpet, a band, a parade and even "Indian" squaws with welcome signs. The Braves themselves were far less impressive, letting the Boston Red Sox grab a 3-0 lead before rain ended their first home game.



GROUNDING GOOSE HAS DAMAGED RUDDER

When a bird expert swore he saw two geese trying to lift a crippled buddy out of the waters of Long Island Sound so that it could migrate up to Canada, Canadian bird-lovers instantly began contributing to a migration fund. Since Connecticut also claimed the goose, it took the intercession of the Canadian consul general and Governor John Lodge to arrange for the bird's passage. The goose was finally captured and delivered by plane to a Canadian sanctuary. Since its damaged tail will prevent it from ever flying on its own, the goose will be dependent on its bird-loving friends for passage south when the migration time rolls around next fall.

The wage spiral unwinds

The wage-price spiral, which started with the Korean war, unwound a bit last week. Because of a drop in the cost-of-living index, General Motors announced a penny-an-hour wage cut for 495,000 of its employees. Despite C.I.O. objections, Ford and Chrysler quickly followed suit, and eventually the cut may affect one million auto workers.

George Kennan, former U.S. ambassador to Russia and author of the "containment" policy, was retired last week after 26 years in the State Department. Since Secretary of State John Foster Dulles has sharply criticized "containment," Kennan knew he was unlikely to get another important diplomatic post and decided to enter the academic field.

The blue snow mystery

Mr. and Mrs. Milton Mayer thought they saw some blue-green phosphorescent snow falling near Dana, Calif. and got out of their car to take a look. Knowing that no one would believe them, they got two witnesses who verified the unlikely story. Developing blisters and an itchy feeling next day, the Mayers were sure they were victims of radiated snow, but the Atomic Energy Commission said the nearest atomic cloud was far away over the Atlantic Ocean. There has been no more colored snow, no scientific explanation and no change in the story of the four witnesses.

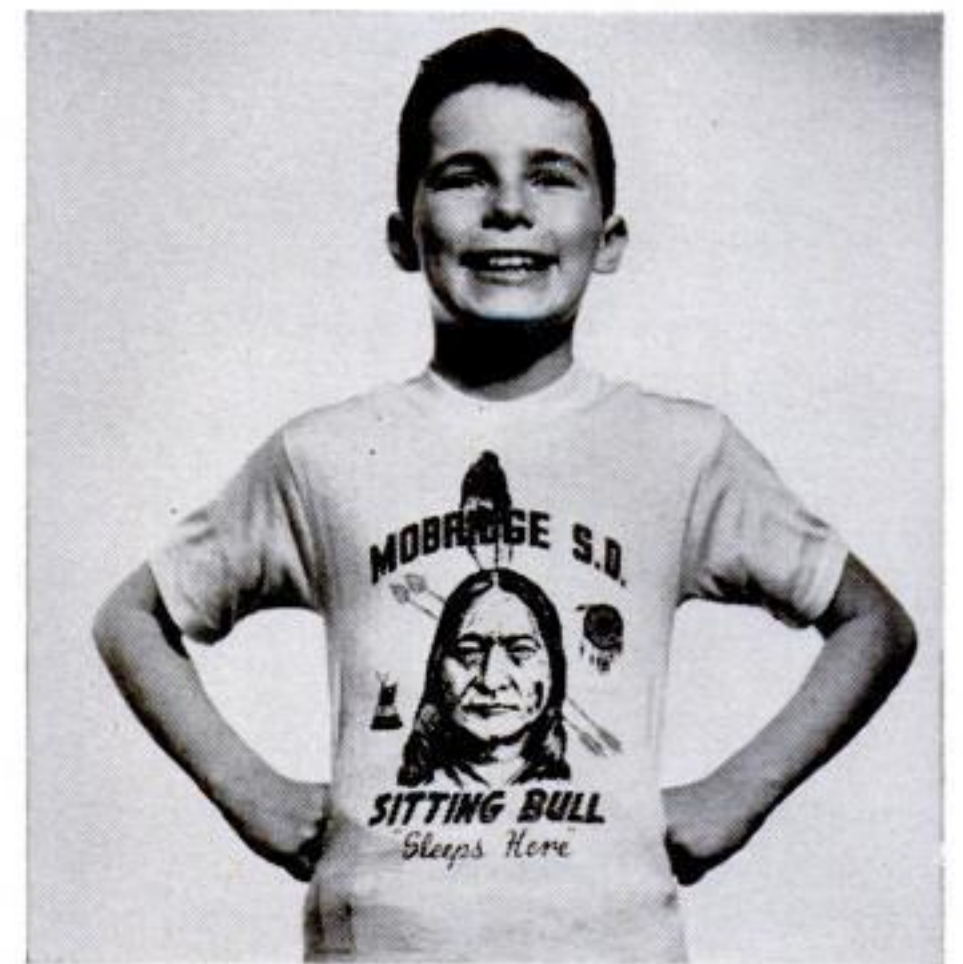
In spite of the bloody beatings that fictional private detectives like Mickey Spillane's Mike Hammer endure in chapter after chapter, 195 insurance companies consider real-life private eyes a better accident risk than bootblacks, sculptors, church sextons and female cooks in boarding houses.

Aiming for \$4 billion cut

Partly to balance the budget and partly because more efficient ways of maintaining national security are being planned, Washington is leaning toward a \$4 billion cut in Harry Truman's "tight" \$46 billion defense bill. Secretary of the Treasury George Humphrey told the Senate Appropriations Committee that defense could probably be cut by that amount. The State Department is expected to propose to the April 23 NATO conference that a long-term arms buildup take the place of the present rapid expansion, and President Eisenhower has quietly warned the Senate to beware of military lobbyists who might fight any cuts in defense spending.

Sitting Bull's last stand

For the first 62 years after his burial at Fort Yates, N.D., Sitting Bull was allowed to rest in peace, but last week North and South Dakota were snarling angrily over the Sioux chief's bones. Sitting Bull's 78-year-old nephew Grey Eagle got the chief's three granddaughters to say they wanted Sitting Bull buried in South Dakota. He also persuaded the chamber of commerce of Mobridge, S.D. to agree to put up a proper memorial if Sitting Bull moved south. Armed with an authorization from the Department of the Interior, Grey Eagle led



AD FOR A TOURIST ATTRACTION

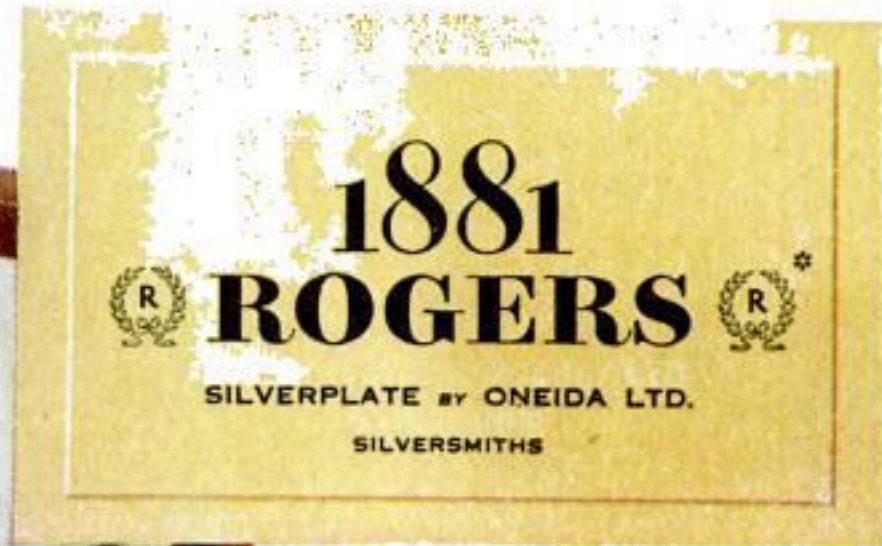
a pre-dawn grave-robbing party across the border to Fort Yates, dug up Sitting Bull and reburied him in South Dakota under 20 tons of concrete. North Dakota demanded the return of the bones and made angry charges against Grey Eagle, but South Dakota has the bones, the concrete has hardened, and Mobridge is already laying in a stock of Sitting Bull T-shirts.

Beauty of a buy for brides

the new
Enchantment
in a 66-piece service for 8
including
salt and pepper shakers

\$69⁷⁵†

A remarkable value! Anti-tarnish Bridal Chest with drawer. It's a complete service for 8, including two sets of matching salt and pepper shakers in whichever lovely pattern you choose!



Romantically beautiful new Enchantment* in chest. Also, shown below, are other charming patterns. All available in Bridal Chest.

Yours, this trousseau of treasured silverplate at a price! A beautiful anti-tarnish chest brimming over with 66 gleaming pieces! Each has a flawless finish that keeps its brilliance . . . an extra overlay of solid silver on most-used pieces to give you years of service. Choose the glorious new *Enchantment* . . . the graceful modern *Del Mar* . . . the traditional *Plantation* or the contemporary *Brookwood*. Now, at fine jewelers everywhere!

*Trade Marks. ©1953 Oneida Ltd., Oneida, N. Y.
†Plus tax on salt and pepper shakers

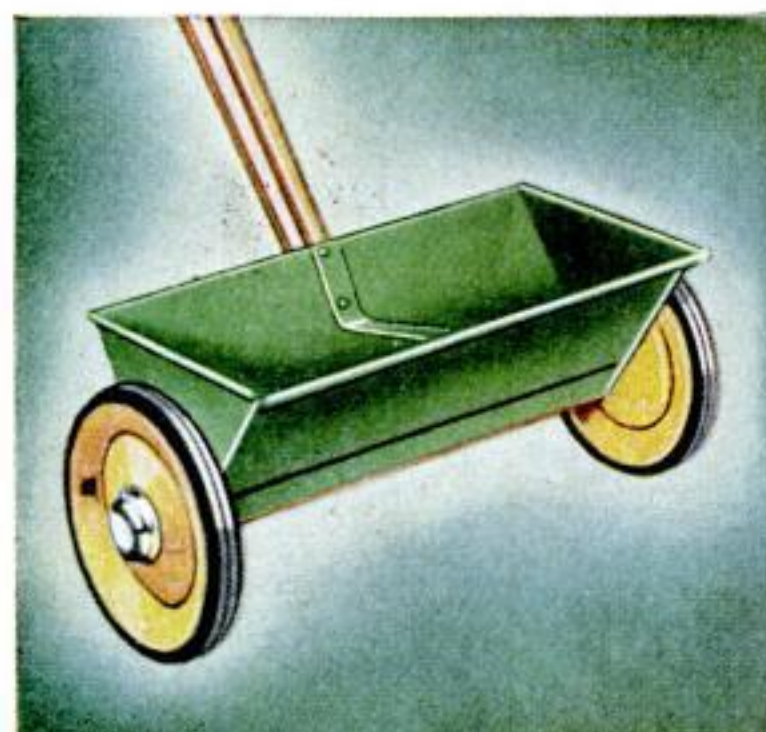




FIRESTONE SUPREME POWER MOWER — A beautiful eighteen-inch reel-type mower with recoil starter. Extremely mobile and easy to handle. Cutting height, 1/2 inch to 2 3/4 inches. Tilt-up handle for easy storage.134.50*



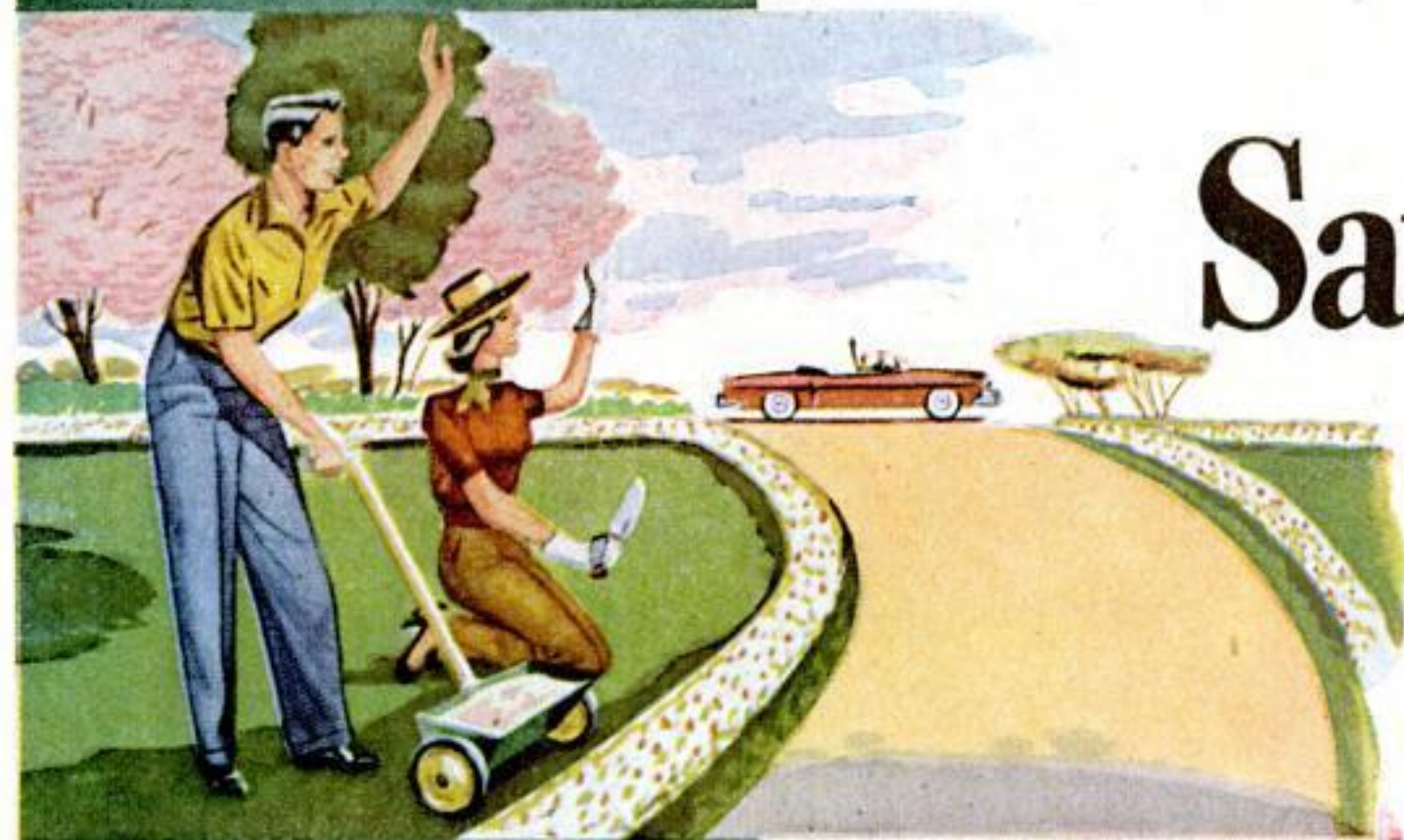
FIRESTONE "MO-JET 20" ROTARY MOWER — America's finest gasoline-powered rotary. Easily handles everything from fine lawn to the tallest, toughest weed growth. Trims flush to walls and fences without "scalping". 4-cycle engine.127.50*



18-INCH LAWN SPREADER — For easier, better seeding and fertilizing. A single lever on the handle controls density of spread and complete shut-off. No complicated adjusting needed. Eighteen-inch spread. Holds twenty pounds.9.19*



FAMOUS FIRESTONE OUTBOARD MOTORS — Quick-starting, smooth-running, easy-handling. 3.6, 5, 7 1/2 and 10-horsepower. The 5, 7 1/2 and 10-h.p. models feature full forward, neutral and reverse shifting. Priced from109.95



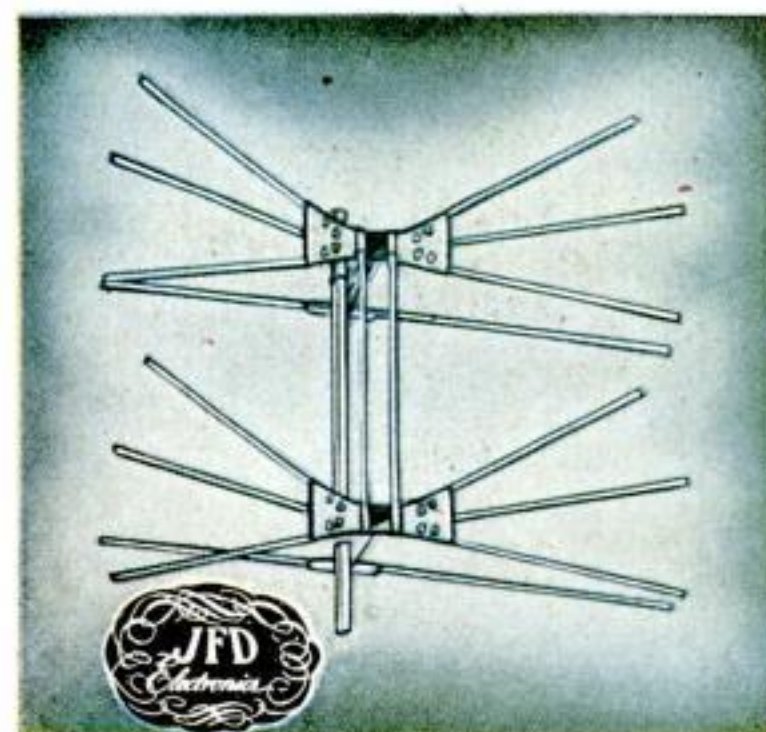
Save Money on These Now On Sale at



ALLIANCE TV TENNA-ROTOR — For all-channel peak reception — UHF and VHF — turn your TV antenna with the Alliance Tenna-Rotor. You can get distant stations, overcome interference and enjoy your television as never before!44.95*



FIRESTONE PHOTO-CLEAR TELEVISION — Featuring a complete line of unusually beautiful sets — from magnificent consoles to compact table models—all with Photo-Clear pictures just as the studio cameras record them. Priced from199.95
Prices include excise tax and parts warranty.



JFD TV "JE-TENNA" — One of the most powerful stacked conical antennas on the market. If you live in a fringe area or weak signal location, you can enjoy clear pictures and vastly improved reception with this highest quality antenna22.50



FIRESTONE SUPREME TIRE — First and only tire that is blowout-safe, puncture-safe, skid-safe and tubeless. Don't drive on dangerous tires any longer — buy Firestone Supreme Tires today. They may save a life and it might be your own!

Enjoy the Voice of Firestone on radio or television every Monday evening over NBC

THREE CONVENIENT WAYS TO BUY . . .

All (or similar) merchandise shown on these pages



PORTABLE ELECTRIC TOOLS — Featuring a new sander and polisher that does 1001 jobs quickly and perfectly; a drill that will drill through quarter-inch steel; a 6 1/4-inch saw with powerful performance, unusual versatility. Saw **47.50** Sander.....**29.95** Drill.....**18.95**



U.B.M. 100% NYLON WALL BRUSHES — For perfect results with all types of paints and varnishes including the new latex-base paints. Du Pont nylon bristles, beveled so no breaking-in is needed. In 3, 3 1/2, 4-inch sizes. Low as**2.59**



SUPER KEM-TONE — Wonderful new latex-base wall paint. Glides on so easily, dries evenly to a finish rich as velvet, tough as rubber. Washable. Exciting colors. Gallon**5.19**
KEM-GLO — Looks and washes like baked enamel. Colors match Super Kem-Tone. Quart**2.49**

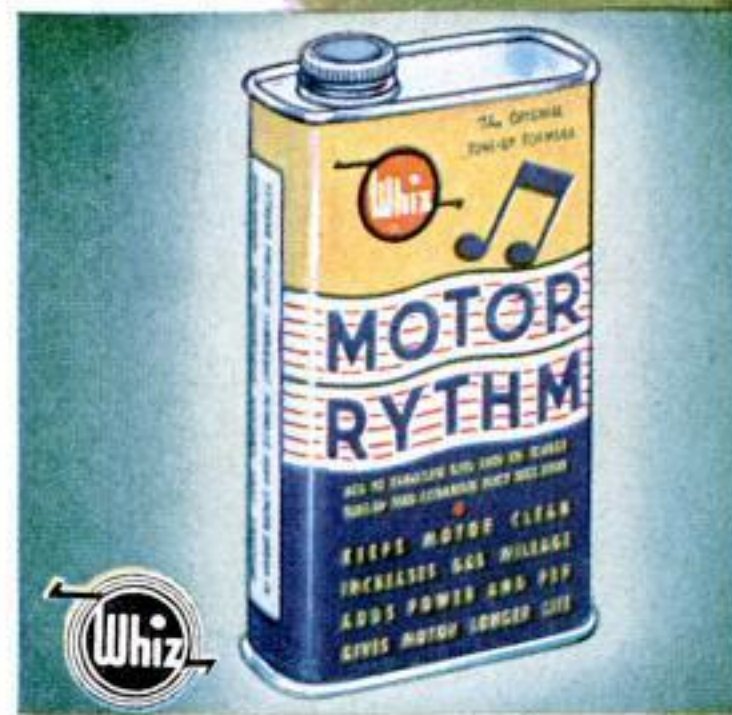


KEM-TONE — The miracle oil paint that mixes with water, is easy to apply over any wall surface, dries in an hour to a lovely flat finish. It's America's top value in thrifty home beauty. Available in white and beautiful colors. Gallon**4.10**

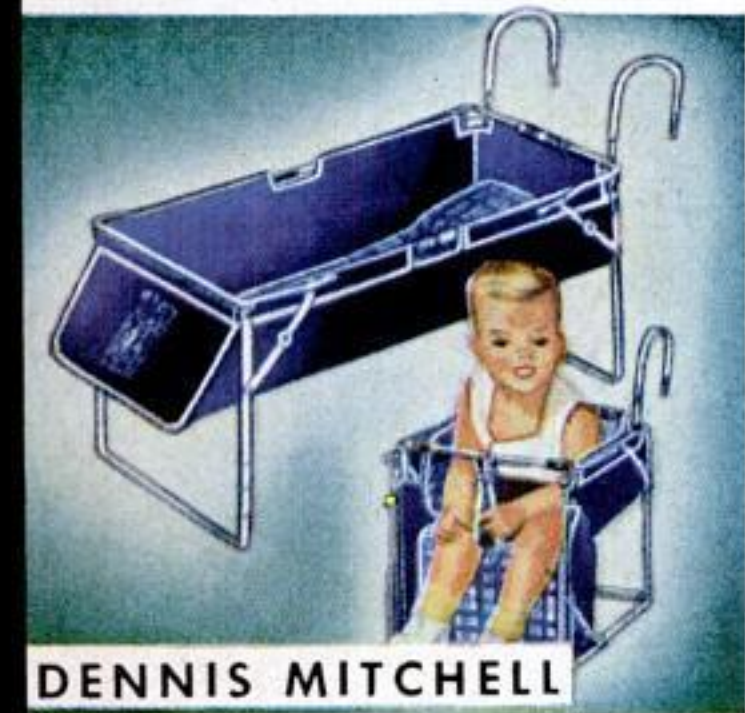
Timely Spring Values Firestone



SIGNA-CRAFT KEY CHAINS AND CAR INITIALS — The chains carry highly embossed, beautifully colored crests of America's favorite cars. The handsome initials are stainless steel, self-adhering, easy to apply. Key chain**75¢**
Initials with frame**89¢**



WHIZ MOTOR RYTHM — Simply pour Motor Rythm into your carburetor or gas tank. Carbon, sticky valves and sluggish starts disappear in a cloud of exhaust smoke while you drive! You'll get new pep, new pickup - and - go in less than thirty minutes. Safe! Effective! Pint**77¢**



THE "BABY TRAVELER" BY DENNIS MITCHELL — It's a hammock! It's a travel chair! Either way it means new safety and comfort for baby. Plated steel frame, navy blue twill fabric. Complete with softly padded, waterproof, plastic covered mattress. **7.95**



MAC'S-IT BEAUTY KIT — Glazes your car with lasting beauty quickly and easily. Kit contains a pint can of Mac's Mild Blend Special Cleaner and four-ounce can of Mac's-It Super Glaze. Actually hardens car finishes. Priced at only**2.00**

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available in Canada at slightly higher prices.

BUDGET TERMS, 30 DAY CHARGE OR CASH

Prices subject to change without notice.
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When you know your beer

...IT'S BOUND TO BE **BUD**



Budweiser is beer at its best
for a very good reason... it is
brewed and aged by *the costliest
process known* to give Budweiser
the distinctive taste that has
pleased more people, by far,
than any other beer in history.

Enjoy
Budweiser®
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When you know your beer...
It's bound to be **BUD**



U.S. AMBASSADOR MYRON M. COWEN, WHO LIKES MODEST, TRADITIONAL SURROUNDINGS, HATES HIS GLASSY, MODERNIST OFFICE ON EMBASSY'S TOP FLOOR

CASE OF THE IRRITATED ENVOY

U.S. ambassador in Brussels finds new buildings leave him ill-housed, ill-furnished and ill-tempered

Ever since he took over his present job in Brussels nine months ago, U.S. Ambassador Myron M. Cowen has been complaining loudly about the new embassy there. He does not like the looks of the seven-story embassy office building—too prominent and too modern for its neighborhood, he argues. And he thinks the planning is ridiculous. In the residence a big-dinner kitchen able to cook for 150 guests is attached to a small 22-person dining room while a small kitchen is provided for a bigger dining room in the embassy office building. What's more, says Cowen, the location and

ventilation of the bathrooms are not all that could be desired, the entrance hall is drafty, the elevators inadequate.

The office of Foreign Buildings Operations which put up the embassy insists that the planning is the best possible, considering the site they had. But they have been unable so far to soothe the ambassador—especially not on the modern furniture. He has small patience with desks that have no drawers, "uncomfortable" chairs. When he looks around at the furniture, the ambassador gets furious. Once he got so mad at the furniture that he kicked it.

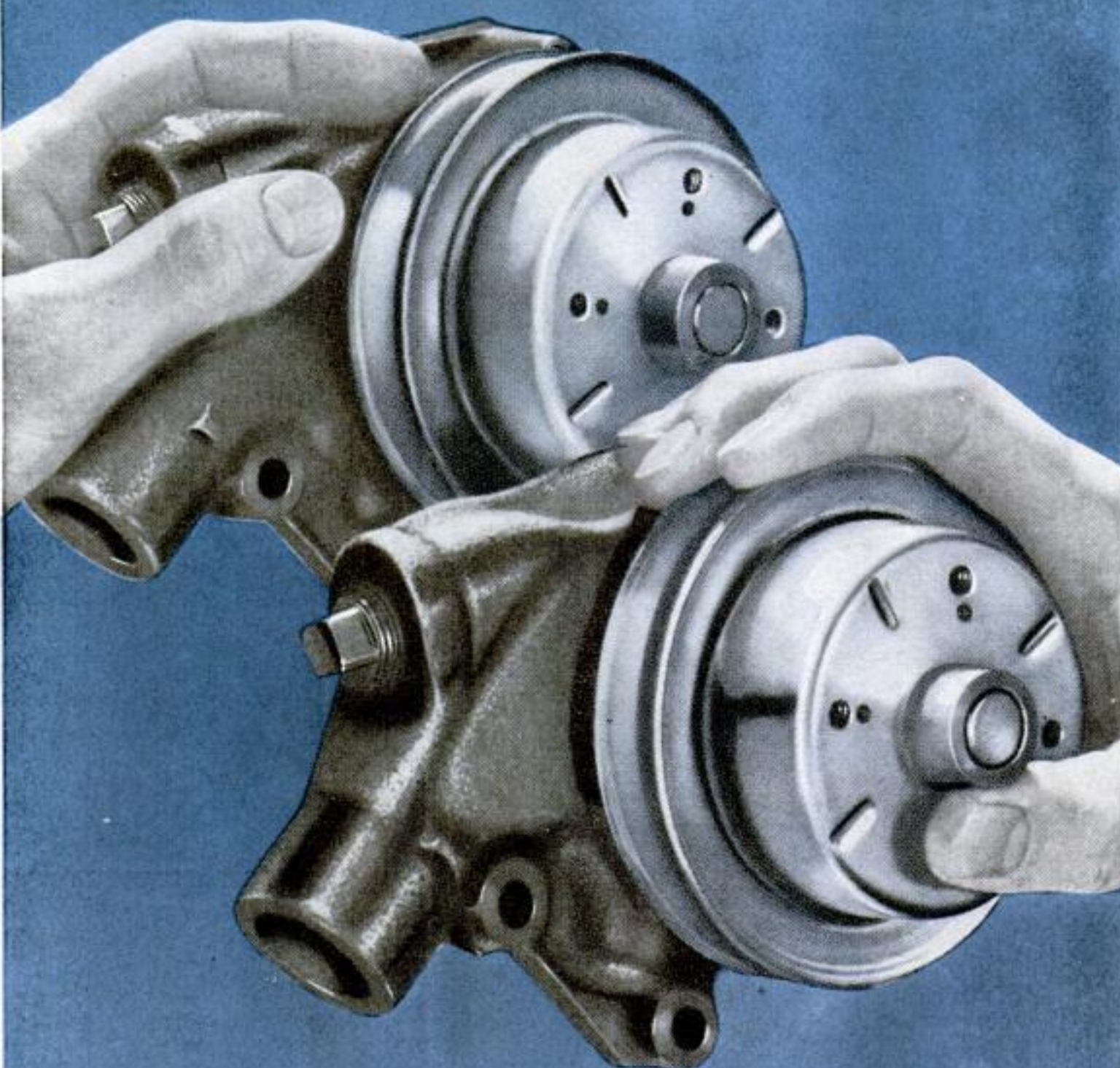


EMBASSY BUILDERS are Edward Kerrigan and Leland King, chiefs of the U.S. Foreign Buildings Operations, which directed Brussels construction.



THE EMBASSY consists of three buildings. On left is still unfinished residence, in center, a two-story consulate and (right) modern office building.

*These two water pumps
may look alike...*



*but your Chevrolet
knows the difference!*

**Protect the performance of your Chevrolet
with Genuine Chevrolet Parts**

One of these water pumps is a Genuine Chevrolet Part—made of the same fine quality materials and with the same high standards of workmanship used in your Chevrolet's original factory-installed water pump.

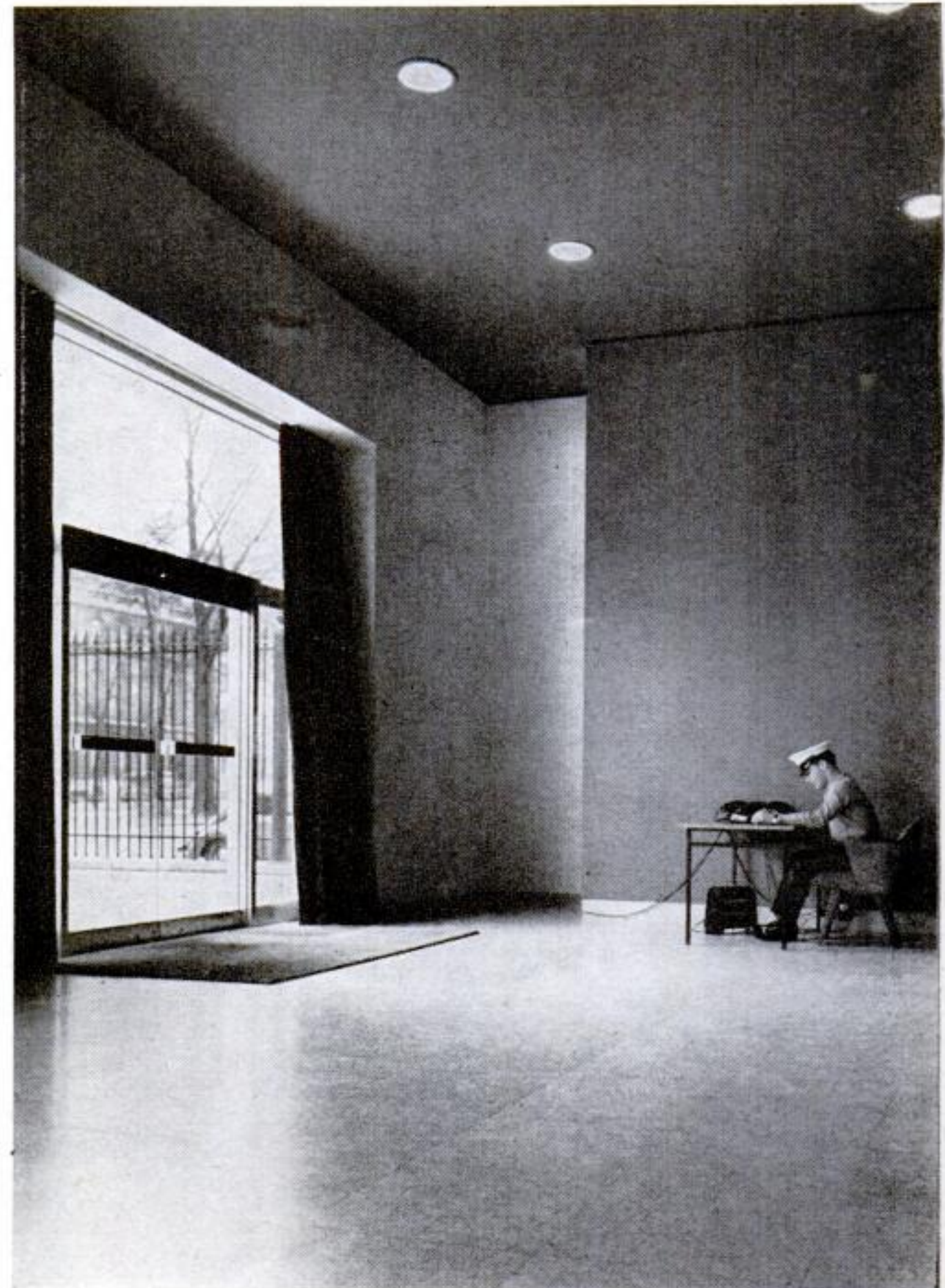
It just goes to show that you can't tell the quality of a water pump—or any other automobile part—by appearance alone. That's why you should always be sure to specify Genuine Chevrolet Parts. They are installed by your Chevrolet dealer and by leading independent service stations *everywhere*.



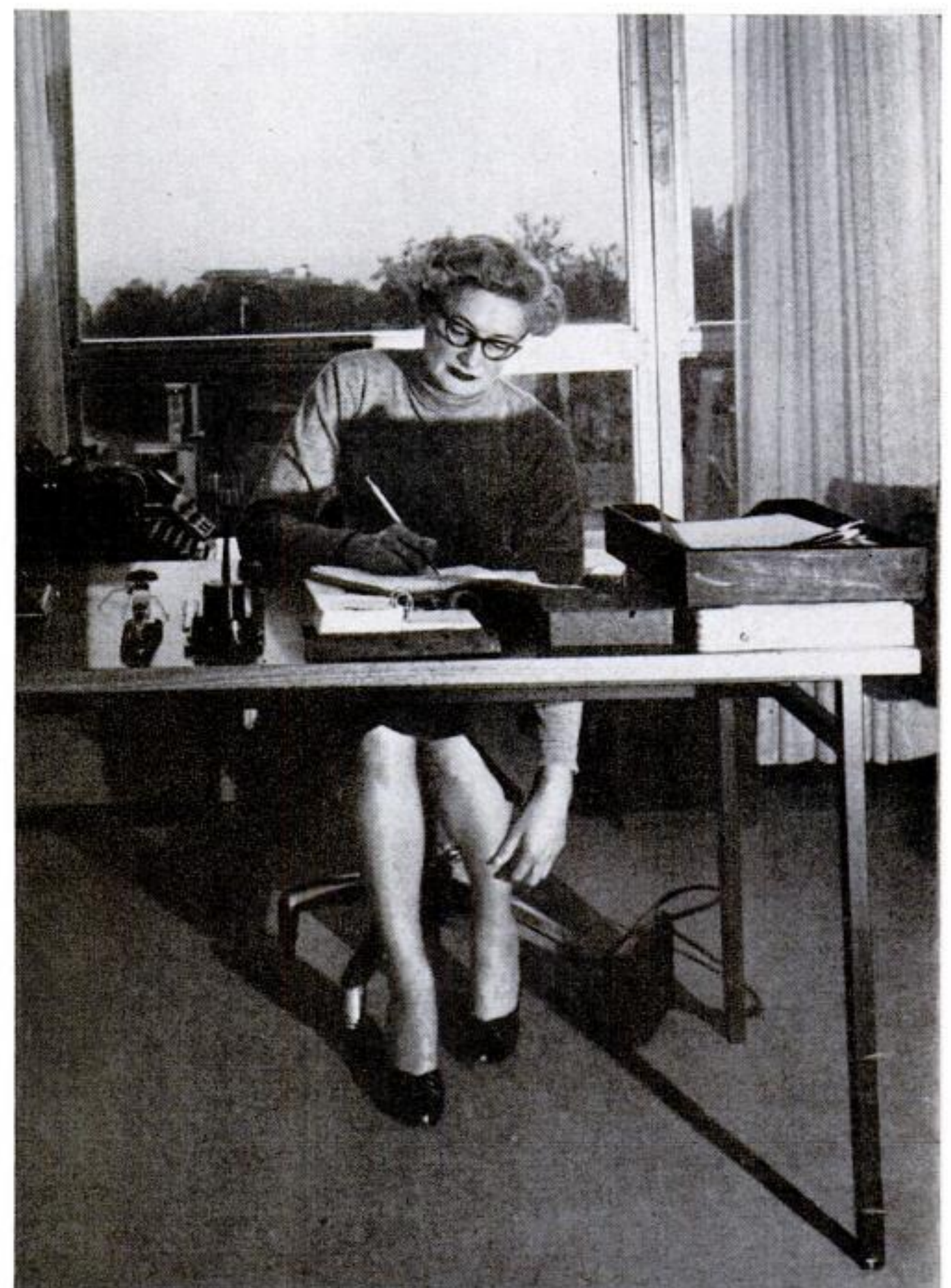
AVAILABLE WHEREVER YOU GO
Made to fit right . . .
function better . . . last longer



Your Chevrolet Dealer



LEAKY DOORS let rain and wind swoosh into office building's main entrance hall. An electric heater helps Marine Guard Herbert Hammer survive until time for his relief. A vestibule will be built to remedy the situation.



PEEKABOO DESKS, the embassy secretaries complain, make them self-conscious and lead to leering. They also think desk drawers useful, rejecting the modernist notion that they simply become old apple core receptacles.

[CONTINUED ON PAGE 51](#)



**WANT THESE BEAUTIFUL CAT
PICTURES FOR FRAMING?**

See offer below

***YOU KNOW IT
THEY SHOW IT!***

***Puss 'n Boots Cats are Brighter,
Livelier, Full of Fun***

No matter how hard you try or how much you spend, you just can't improve a diet so perfectly suited to your cat's needs as Puss 'n Boots. It's *balanced* nourishment...contains all the proteins, minerals and carbohydrates your cat needs plus vital vitamin D.

It's made from fresh-caught whole fish with selected cereals added. No fillers, scraps or by-products used. Cats love it...thrive on it. And by their sunnier dispositions, their health and beauty, they repay you many, many times for your thoughtfulness.

Convenient 8 ounce and economy 15 ounce sizes.



*This month's cat family is the good
mannered, silken coated Red Persian.*

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AMERICA'S LARGEST SELLING CAT FOOD

...ADDS THE PLUS IN HEALTH AND BEAUTY

GET THREE BEAUTIFUL CAT PICTURES

Prints of the original paintings shown above, each 9" x 12". Lithographed in full color on fine art paper for framing. Contain no advertising. Yours, plus an authoritative cat care and feeding booklet for 25c and 3 Puss 'n Boots can labels.

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Please send me _____ set(s) of 3 full color lithographed pictures and 1 care
and feeding booklet. I enclose 3 Puss 'n Boots labels and 25c for each set.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Coast Fisheries, Division of the
Quaker Oats Co.

Now MORE CAN AFFORD IT

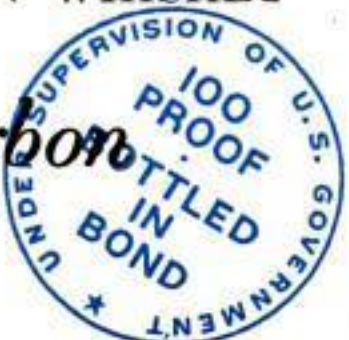
These days, it is rare indeed when a luxury becomes lower in price. Yet that is just the opportunity that now awaits you in OLD TAYLOR. Today, this time-mellowed whiskey costs less than you may imagine—and you have more reason than ever to enjoy “The Noblest Bourbon of Them All”!

*The Old Taylor Distillery Company
Frankfort, Kentucky*

OLD TAYLOR

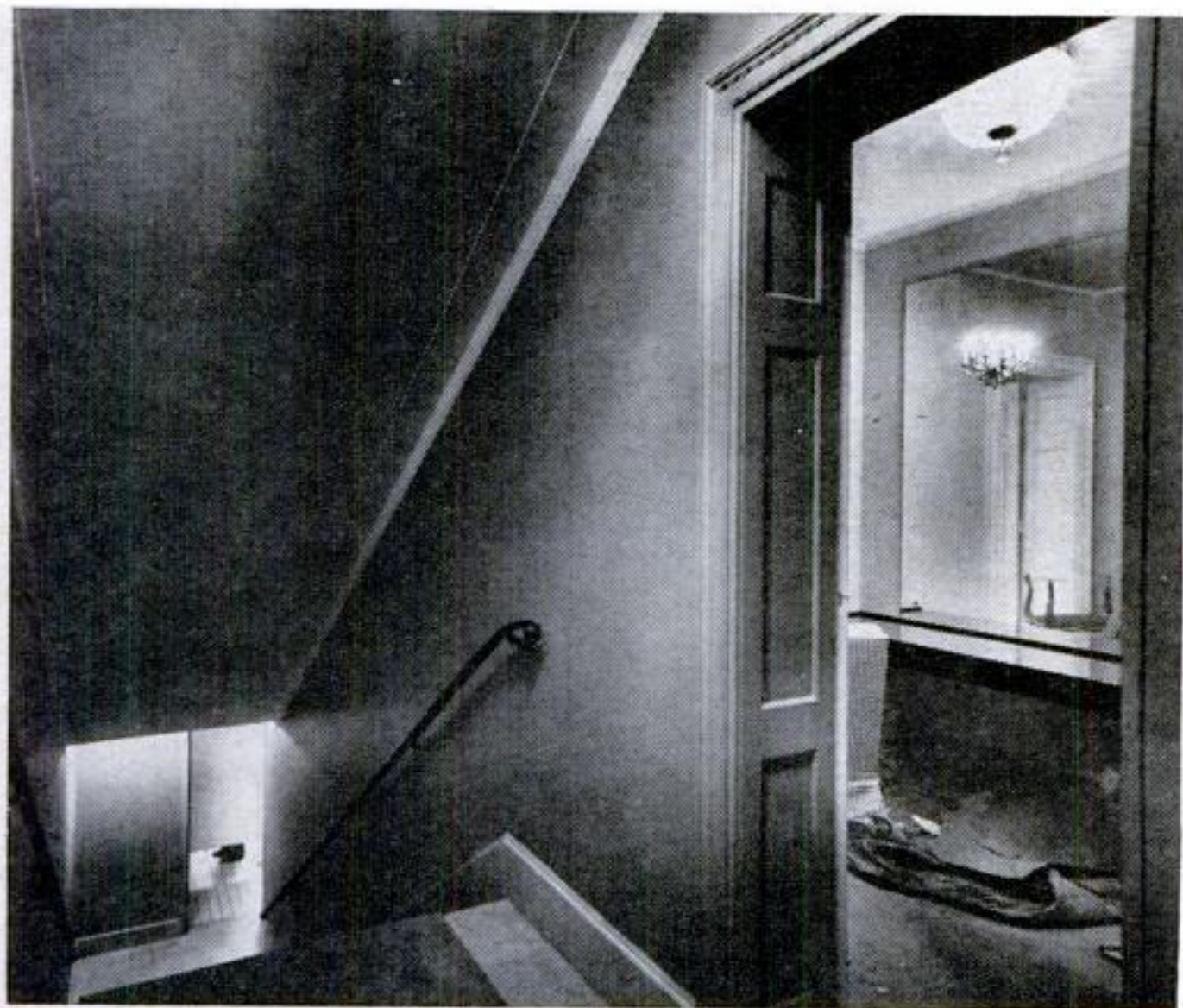
KENTUCKY STRAIGHT BOURBON WHISKEY

*“The Noblest Bourbon
of Them All”*

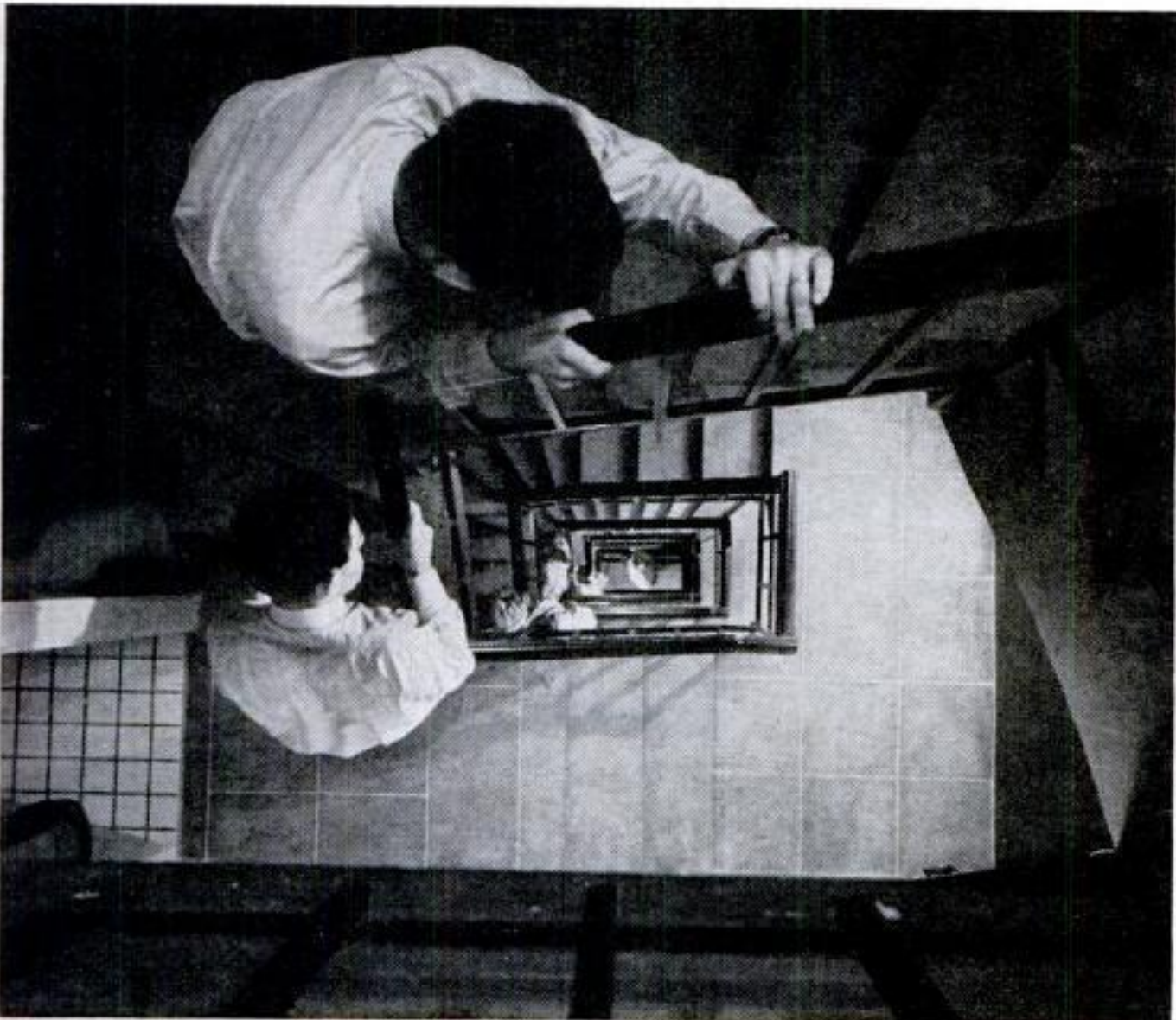




INADEQUATE KITCHEN in the embassy office building is supposed to serve 250 meals a day. Hot plates have to augment stove. Closet is almost inaccessible. Builders' chiefs say dining room is really only a snack bar.



REST ROOM PLANNING worries the ambassador. At the bottom of the stairs is the men's room, with a half door. At top of flight is the ladies' room (right). During diplomatic receptions embarrassing confusions could arise.



STEEP STAIRS in five-story residence, which the servants will have to climb several times daily, have led to resignations in the staff. The only elevator is in the front of the house where the servants will not be able to use it.

CONTINUED ON NEXT PAGE

NOW DRY-CLEAN RUGS AS YOU VACUUM!



NEW RUG-BRIGHTNESS... *in Minutes!*

with **GLAMORENE** Rug Cleaner and **GLAMORENE** Rug Brush

Want your finest rugs to look new again? Bright, fluffy, really clean? Now it's so easy to dry-clean your rugs as you vacuum! GLAMORENE Rug Cleaner and GLAMORENE Rug Brush give you "professional" results, at low cost without mess, inconvenience.

More than four million women know how easily GLAMORENE removes stubborn spots and deep-down dirt. The

special GLAMORENE Rug Brush, with its extra-long bristles, really works the GLAMORENE down deep into the pile to absorb dirt on contact. In about twenty minutes carpet is dry, ready to walk on. Vacuum as usual—and see that New Rug-Brightness!

So get GLAMORENE and the Special GLAMORENE Rug Brush today.. **actually dry-clean as you vacuum!**

Keep **GLAMORENE** Handy—**QUICKLY REMOVE STUBBORN SPOTS**

GLAMORENE removes grease, soot, food, beverages, tar, crayon, chewing gum—all spots except permanent dye discolorations. Used immediately after pet "accidents", it helps prevent stain, neutralizes odors. GLAMORENE leaves no rings... cannot shrink or harm the finest carpets.



ONLY
\$1.29

Big Handy Size Cleans
an average 9' x 12' rug.
GLAMORENE Rug Brush—\$1.25
(Prices slightly higher in Canada)

The world's **EASIEST** rug cleaner!
Glamorene
RUG CLEANER
for that bright "New Carpet" look

Get GLAMORENE today in the Housewares Section of your favorite department store or food, hardware, rug, variety or drug store. Also available in regular and large economy sizes.

GLAMORENE is the trademark of Jerclaydon, Inc. Safe on wool, wool blend, rayon and nylon rugs. Not recommended for cotton rugs. Distributed by Glamorene, Inc., 10 East 44th St., New York 17. Also sold in Canada as "Lamorene" by G. H. Wood & Co., Ltd., Toronto.



No washday job is too tough
or too delicate!



New NORGE Time-Line AUTOMATIC WASHER

Safest for fabrics —Norge does your wash automatically from fill to finish . . . *safer and more gently* than you could do it by hand! From grimy work togs to filmy Nylons, if it's *hand-washable* it's *Norge-washable*. Tests prove that Norge's extra-large Wave-Action agitator gets clothes *cleaner* . . . does it *so gently* that it actually *prolongs* normal fabric life. *Five-way warm rinse* floats out every trace of soap and soil . . . *Super-Spin* leaves your clothes fluffy and free of tangles.

Safest in use —With Norge's famous Time-Line control you can skip or repeat *any* part of the cycle *any* time. You *know* what's happening every minute. Exclusive new *Safety Spin* stops action automatically when you lift the lid; close it and spin starts again. \$279. (With Safety Spin, \$299.)



NORGE

The
value-line
of home
appliances

Merchandise Mart, Chicago 54 • Addison Industries, Toronto

Irritated Envoy CONTINUED



COMPLAINT INVESTIGATORS examine embassy table tops for signs of cracks. The furniture was all done by the French and Belgian offices of Knoll Associates (LIFE, March 2). They have already replaced a few pieces.



SNARLING EAGLE to the side of main doorway affects some visitors as being a mean and unfriendly bird. Foreign Buildings Operations officers agree eagle is fierce, but they like him that way. "More power to him," they say.



CRITICAL AMBASSADOR Myron Melvin Cowen, an Iowa-born New York lawyer, was formerly ambassador in Philippines and Australia. A Truman appointee, he may not have to put up with the Brussels embassy much longer.

Jell-O Pudding and Pie Filling



You can make this perfect pie crust *every time* with Spry's "Water-Whip" Method. Made in minutes, it's the easiest, best-tasting crust ever. (Recipe on every Spry label.)



Let us buy you the filling! Look for special, yellow-banded Spry with the label coupon good for a package of JELL-O Pudding and Pie Filling free of extra cost.

PERFECT PIES IN HALF THE TIME!

1. Costs just a few cents to fill an 8-inch pie shell!
2. Takes you about 5 minutes!
3. DOUBLE-FEATURE WONDERS! Every package makes the best pie filling or pudding ever! Keep all 5 flavors handy.



JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORP.





SISTERLY TOUCH is given David Eisenhower's collar by his sister Barbara. Their little sister Susan, who is only 1, was too young to attend the egg rolling.

REVIVAL OF A TRADITION

Eggs and crowds cover President's lawn

The laws that govern egg rolling are comfortably vague. A child with an egg can roll it, as in a race, bump it into another as in marbles or just plain throw it in the air. On Easter Monday when the world's most important egg roll was held on the White House lawn for the first time since Pearl Harbor, even these rules were put aside. Delighted to resume a tradition begun in Andrew Johnson's time, 29,793 men, women and children showed up on a drizzly day. Their host and hostess, Dwight David Eisenhower 2nd, 5, and his sister Barbara Anne, 3, proved not only able egg rollers but youthful fashion plates (*opposite page*) and the hosts' grandfather, the President, allowed himself and his personal putting green to be pummeled by the mob. The guests on the whole were well behaved. Theoretically they had come to watch a game derived from an ancient Scottish sport of rolling oatcakes. Actually they were there to see the new White House and its new occupants. To achieve this end some even went to the lengths of renting the requirement for admission—a child or two.

← **IN SPRING CLOTHES** Eisenhower's grandchildren display their finery. Baby Susan, held by her mother Barbara, wears springlike pink. Little Barbara Anne, cocking a wink, has some "big girl" gloves and a red-ribboned hat. David has an Eton cap and the snappy bow tie currently fancied by five-year-old pace-setters.



BUCKING THE CROWDS the President (*arrow*) carries Barbara as David (*second arrow*), held by a White House aide, brings up rear. This lasted 20 minutes.



*I dreamed I went
to the Circus in my
maidenform bra*

I'm the Circe of the circus...the gal in the gallery
with the gala Maidenform figure! Clowns jump for joy in
the center ring—and the applause is all for my curves...
circled so smoothly, so spectacularly by circular-stitched Chansonette*!

Shown: Maidenform's Chansonette, in your favorite fabrics... from 2.00

Send for free style booklet, Maidenform, New York 16

There is a *maidenform* for every type of figure*

*REG. U. S. PAT. OFF.

© 1953 MAIDEN FORM BRASSIERE CO., INC.

CLOWN COSTUME: TISH GADWALLADE

EGG ROLL CONTINUED



HOSTESS AND HOST try a quick egg roll in a clearing in crowd. The jam was tight and David had to warn one spectator that he was standing on an egg.



POLITE BUT WARY, David dubiously listens to pleas of onlookers who want souvenir eggs. He gave away five, then decided it was high time to stop.



ALMOST CRYING, David tells his mother that his eggs have been lost in the crowd. "We've got plenty of them," said the President sympathetically.

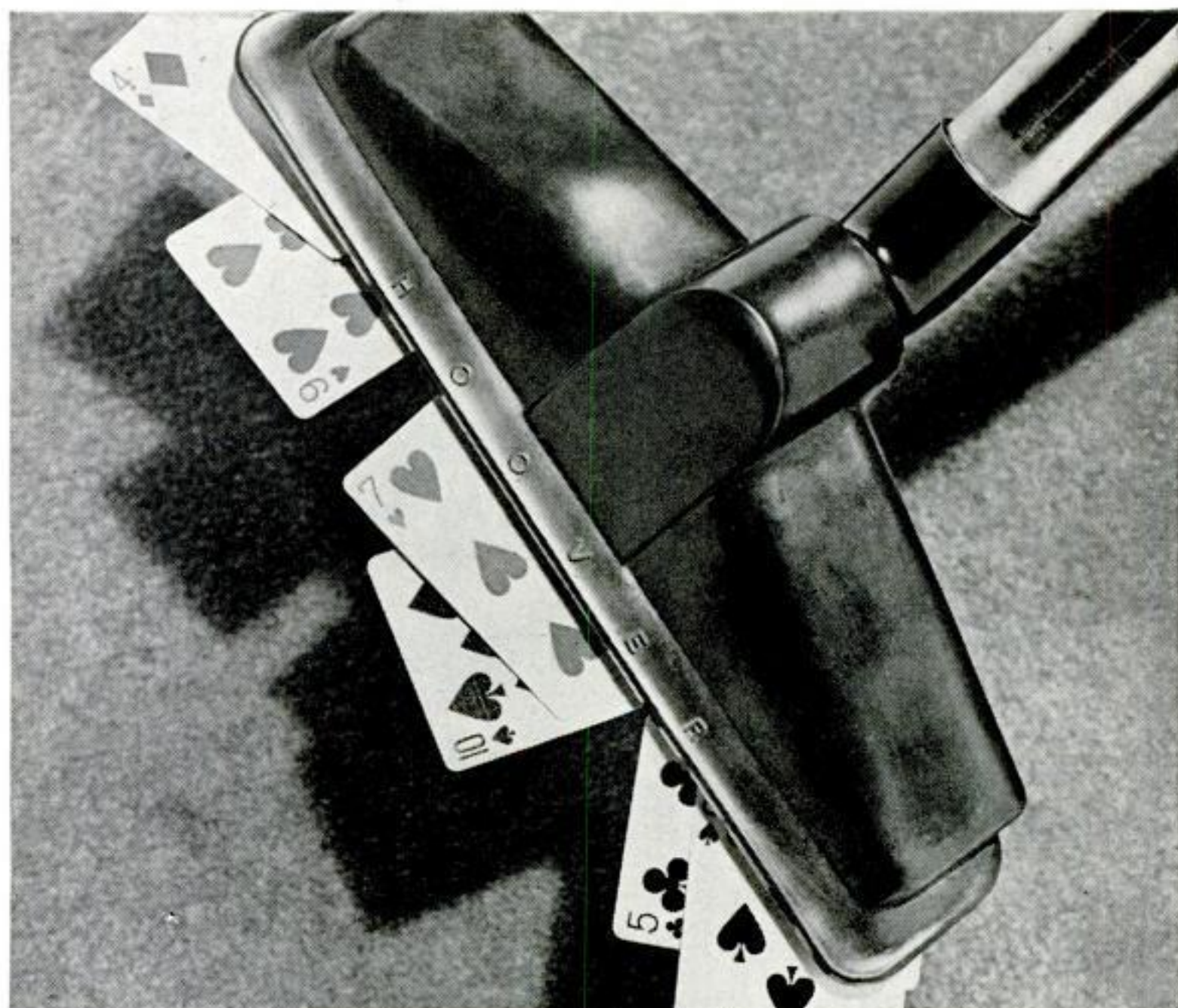
CONTINUED ON PAGE 58

New '53 Hoover Aero-Dyne

the cleaner that empties itself



1 automatic dirt ejector. Just press the handy lever and your Hoover cleaner does the rest—actually empties itself *automatically*. Your hands never touch the dirt with the new 1953 Hoover Aero-Dyne Cleaner. There's no dirt sack to put in . . . no dirt sacks to buy—*ever!*



2 30% more power. Hoover's stronger dirt-getting suction extends from *end to end* of the new "Litter Gitter" rug nozzle—as you can see from the card test above. This means Hoover cleans with *fewer strokes* (with most cleaners suction is strong at the center only, weakens toward both ends).



3 lightest, most flexible hose. Makes light work of even overhead cleaning. Hoover's Veriflex hose can't kink—flexes with your wrist. And Hoover's new thumb-switch suction regulator makes cleaning draperies and light cotton rugs faster, easier. Fabrics won't cling to nozzle.

Saves you work 3 ways

Hoover Aero-Dyne Model 53 (illustrated), \$94.95, including cleaning tools in handy kit. Four other models to choose from—Aero-Dynes and Triple-Actions. See them at your Hoover dealer's. Or check your classified telephone directory and phone for a free home trial. Prices from \$66.95—easy terms. (Prices slightly higher in Canada.)

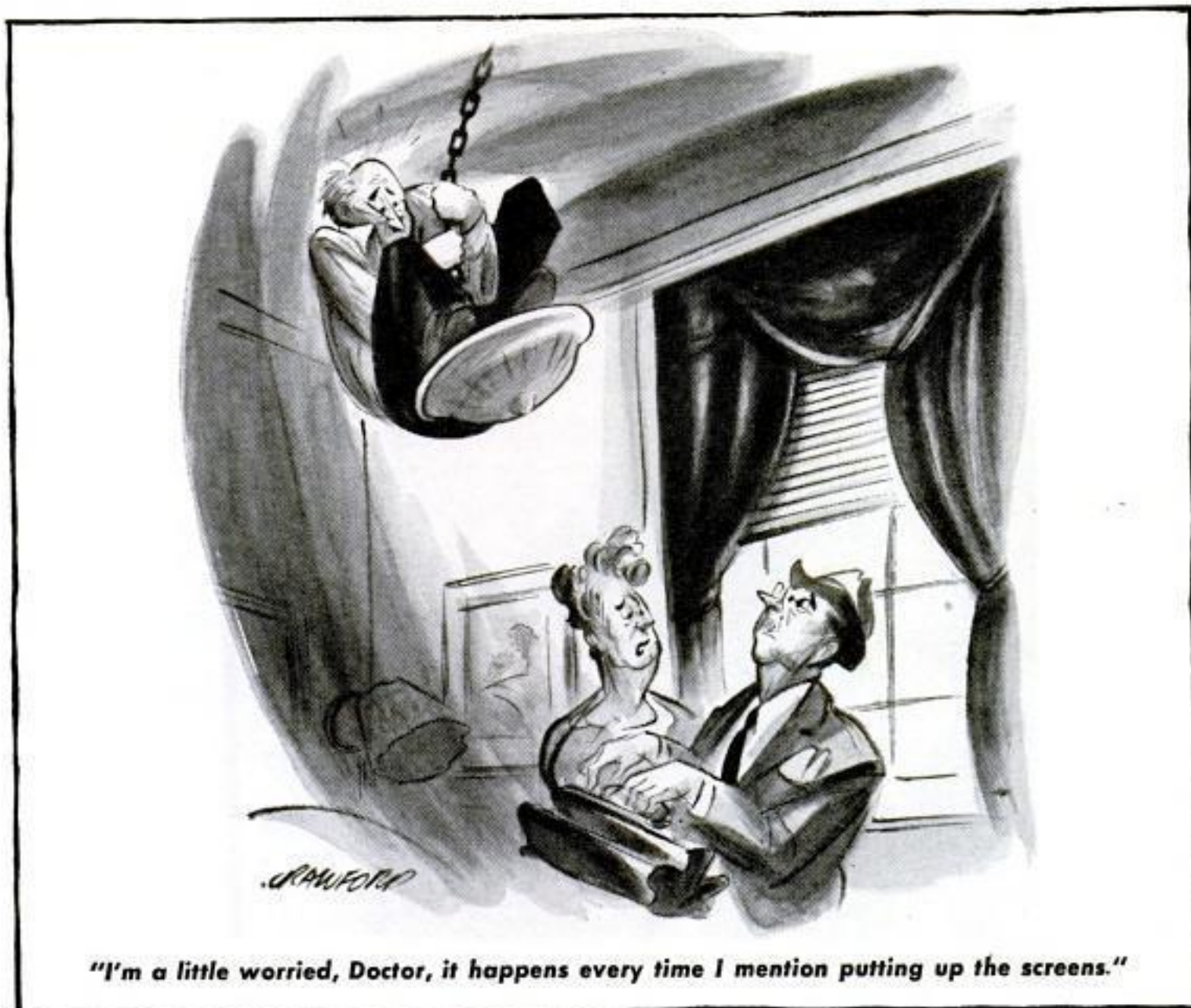


You'll be happier with a Hoover

PRODUCTION FOR HOME AND FOR DEFENSE

Week in and week out, Hoover is producing a very substantial volume of essential materials for the Armed Forces.

THE HOOVER COMPANY, North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England. *World's oldest and largest manufacturer of vacuum cleaners.*



Don't hit the ceiling at screentime PUT UP DURALLS!

Durall Tension Screens snap on quickly from inside!
Seal securely! Never need paint!
Roll up for storage!

Inside Job! Duralls simply snap into place from inside, easy as hanging shades! Two easy lever turns and you've perfect protection.

No Upkeep! Duralls never need paint or weather-proofing. Hold their shape in any climate. Aluminum, can't rust or stain your house. Outlast ordinary screens by years!

Trouble-Free! Duralls get out of your way fast for window washing, tending flower boxes! Just release two levers, push Duralls free of windows. Reach top panes outside easily!

Store in a Closet! Duralls roll up, slip into handy dust-proof cartons, spend the winter in a drawer or closet corner! Such convenient, slim, lightweight, aluminum cylinders!

Save Money, Too! Duralls actually cost less than ordinary screens! No upkeep cost. **Usually cheaper to buy new Duralls than repair old-fashioned screens! Get yours now!**

Over 4,000,000 Duralls now giving complete satisfaction in every state in the Union. If your hardware or lumber dealer cannot supply you, write us for the name of the nearest Durall dealer. New York Wire Cloth Company, 63 Park St., New Canaan, Conn.



Go up in seconds from inside!



Roll up for convenient storage!



DURALL Tension SCREENS

West of the Rockies, ask for RYLOCK

REPLACEMENT OF A RETURN OF MONEY
 Guaranteed by
 Good Housekeeping
 IF NOT AS ADVERTISED THEREIN

DURALLS have Famous Aldura 'Multi-Strand' Reinforced, Flat-Edge Screening to insure grip seal... Patented by New York Wire Cloth Company



TRIO OF ROLLERS, more determined than most, juggle eggs away from the crowd. Margaret Mintner (foreground) has just lobbed hers into the lead.



AS PARTY ENDS, debris litters lawn. Perusing this mess the White House gardener said ruefully, "Well, eggshell has a certain amount of lime in it."

You can have this
new 1953
“MAGIC CYCLE”
DEFROSTING
KELVINATOR

...with every feature
you've ever wanted
for only
\$339⁹⁵**



Model KPC (9.4 Cu. Ft.)



Kelvinator “Magic Cycle”[®] defrosting is the simplest, safest, surest method of defrosting ever devised. Frozen foods stay far below freezing, through defrosting after defrosting!

*Patent applied for.

**Suggested retail price, including delivery.

LOOK AT THE FEATURES...LOOK AT THE SPACE...LOOK AT THE PRICE...

IT'S TIME TO TRADE FOR

Kelvinator

and join the Kelvinator Parade to Better Living!

Kelvinator, Division Nash-Kelvinator Corp., Detroit 32, Mich.



- BE SURE YOUR NEW REFRIGERATOR HAS THESE CONVENIENCES...**
- You'll find them ALL only in Kelvinator... even if you compare with other refrigerators costing up to \$75.00 more!
- 1 Magic Cycle Defrosting**—Ends messy hand-defrosting forever! Keeps frozen foods far below freezing... continuously. Safer, too, because Magic Cycle uses no hot electric heating elements.
 - 2 Giant Across-the-Top Freezer Chest**—Cold on 5 walls. Sealed back. Insulated door. Faster freezing, better storage. No “sticking” of packages!
 - 3 Built-in Butter Chest**—Complete with tray. Keeps your butter within easy reach, right in the door.
 - 4 Roll-out Dairy Shelf**—No more hide-and-seek with bottles and food in back. This easy-rolling shelf puts them at your fingertips.
 - 5 Shelves in the Door**—Top shelf is recessed for secure keeping of eggs.
 - 6 Sturdy Aluminum Shelves**—Shelves can never rust, never corrode, or lose their bright, attractive appearance.
 - 7 Twin “Moisture-seal” Crispers**—Made of rugged Polystyrene. Special “air-lock” design seals in moisture, keeps fruits and vegetables garden-fresh.
 - 8 Cold-clear-to-the-floor Design**—Kelvinator's full length food compartment provides greater storage space (9.4 cu. ft.) in small floor space (28 $\frac{1}{4}$ " wide, 56 $\frac{1}{2}$ " high—no more than old-style 6's).

WIN A FREE VACATION for Your Family in Kelvinator's "Homemaker's Holiday" Contest!

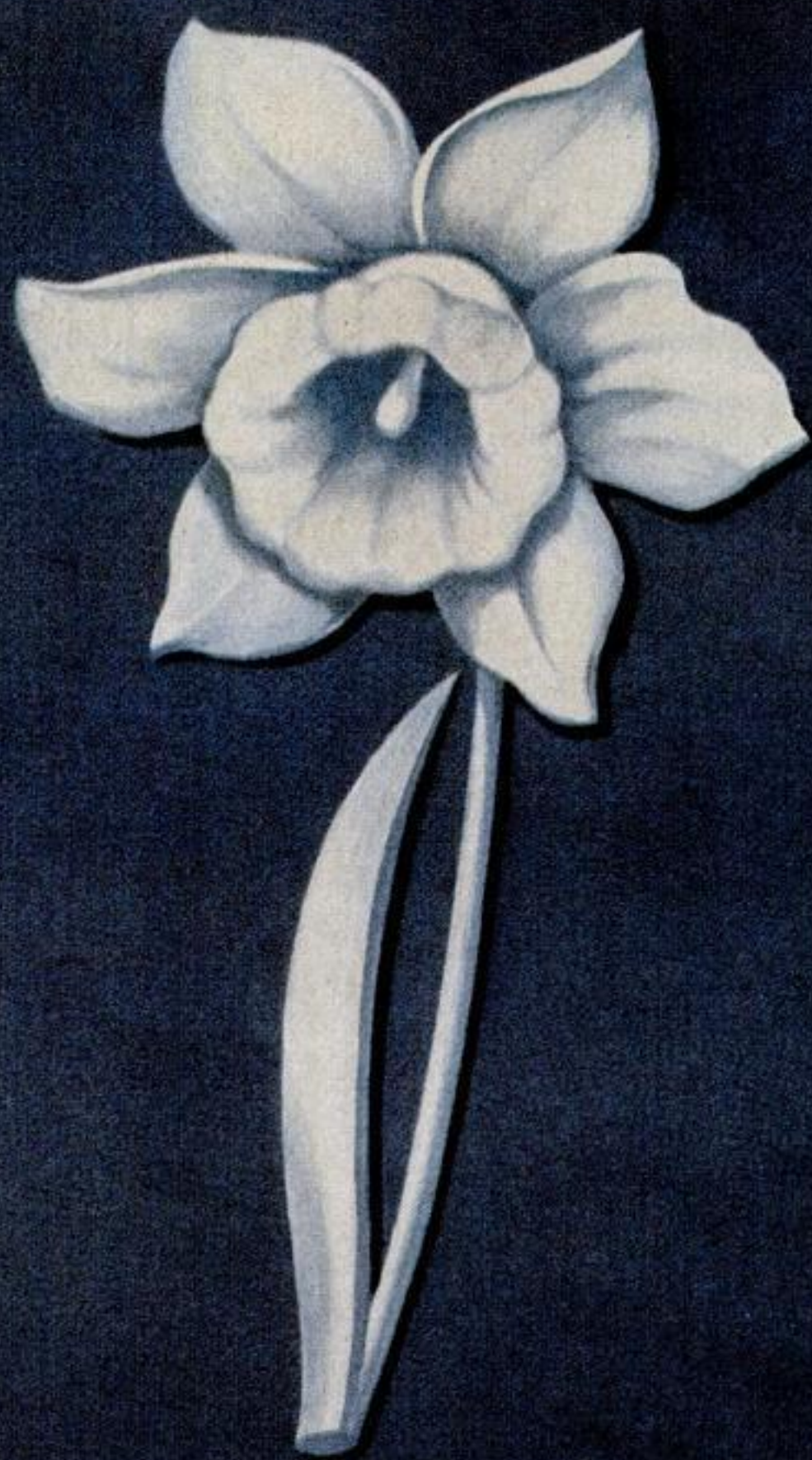
904 Prizes Every 2 Weeks! 5,424 Prizes in All! Every two weeks until July 3, 1953, Kelvinator is awarding four \$1000.00 vacation prizes to the grand winners in this great contest. In addition, Kelvinator home appliances and cash awards are being given to 900 lucky winners every two weeks. Next contest closes April 25th. Enter now. You don't have to buy anything. See your Kelvinator dealer for free entry blank.

Every Season is a Gift

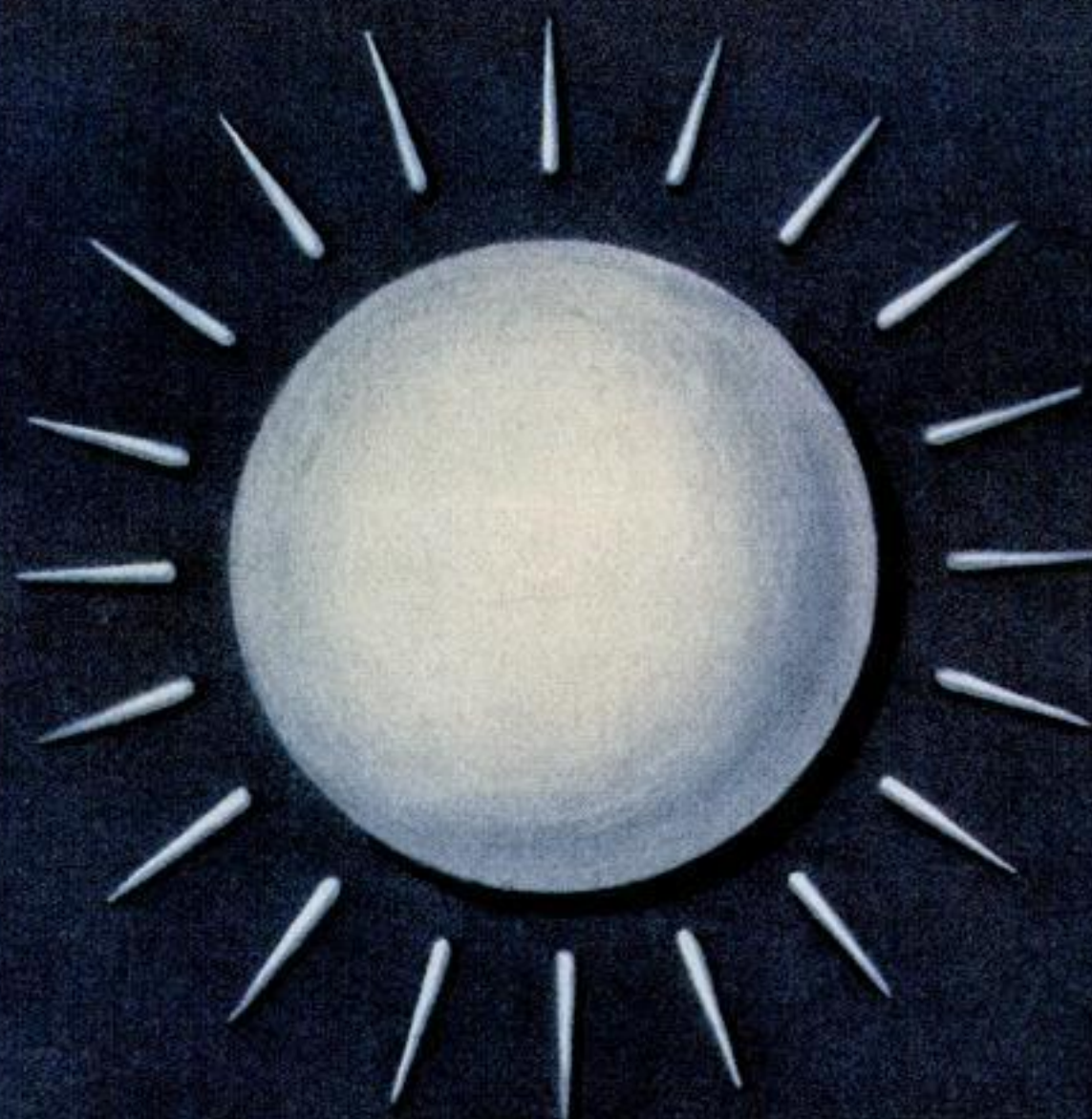
Yes, there's a reason in every season to give Seagram's 7 Crown. Give it for birthday and anniversary gifts. Give it as a going-away present. And what better way to say "Thank you" for a favor—

or to make yourself more welcome when you go visiting—than a gift of 7 Crown, Seagram's finest American whiskey . . . America's favorite whiskey for gracious giving and gracious living!

SPRING



SUMMER



FALL



Give Seagram's

Season . . .



WINTER



and be Sure



Available in handsome gift cartons
where legally permissible.



Handsome 18th Century Drawer Chest in glowing African mahogany. **\$79.95***
Full-length drawer in base, two simulated drawers above. Model #2221.

For the happiness she's given you...remember MOTHER with **A LANE CEDAR CHEST**

SHE'LL be the proudest, happiest mother in the world when she sees the surprise you've planned—her lovely, long-wished-for Lane Cedar Chest.

As she thrills to its beauty, its superb workmanship... her heart will be moved by the sentiment of the one gift that truly says, "I love you, Mother."

And how wonderfully practical her Lane will be! At last she'll have all the mothproof storage space she needs—perfect protection for fine blankets, suits, sweaters, skirts, coats, everything.

A Lane keeps precious woollens sweet-smelling and fresh, safe from moths and

dust, as no other storage method can—and just one garment saved from moths could more than pay for it.

Make her day complete with the gift she'll cherish always—a Lane Cedar Chest. No other gift is so rich in sentiment, yet so practical, too!

Lane is the **ONLY** pressure-tested, aroma-tight cedar chest. Made of 3/4-inch red cedar in accordance with U. S. Government recommendations, with a moth-protection guarantee underwritten by one of the world's largest insurance companies, upon proper application. The Lane Co., Inc., Dept. L, Altavista, Va. In Canada: Knechtels, Ltd., Hanover, Ontario.

Many Lane **\$49.95***
Chests at... Easy terms

Also makers of Lane Tables.

MOTHER'S DAY IS MAY 10th !

*\$5.00 higher in the West, due to higher freight costs—slightly higher in Canada.



FOYER

Handsome 18th Century chest in rich mahogany. Exclusive—and so convenient—self-lifting tray. Model #2601, \$59.95.*



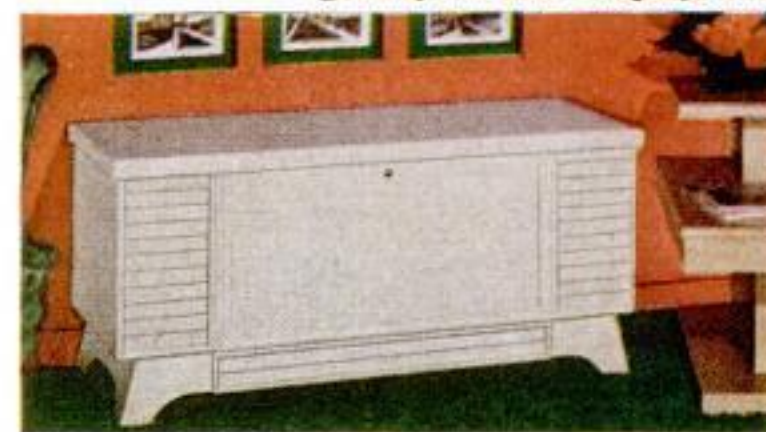
FOYER

Superb modern in blond oak. Lane's self-lifting tray. Model #2913. Also in walnut, #2949. Each, \$49.95.* Lane Table, #247.



DINING ROOM

Graceful Queen Anne lowboy in glowing mahogany. Full-length drawer in base for linens, silver. Model #2805, \$89.95.*



LIVING ROOM

Arresting modern in white fawn mahogany. Drawer in base; self-lifting tray. Model #2925, \$69.95.* Also in walnut. Lane Table, #257.



LIVING ROOM

Unusual modern in blond oak. Secret drawer. Model #2852. Also white fawn, cordovan mahogany, or walnut. \$79.95.*



BEDROOM

Streamlined modern in walnut and paldao wood. Lane's self-lifting tray. Model #2940, \$49.95.* Lane Table, #296.



LIVING ROOM

Modern Console in blond oak. Interior drawer and adjustable shelves—perfect anywhere in the house. Model C-108, \$99.95.*



DINING ROOM

Striking modern lowboy in blond oak. Drawer in base. Model #2920. Also in white fawn mahogany, #2929. Each, \$79.95.*

© 1953, The Lane Company, Inc.



BUDGIE IN ACTION raises head slightly and ruffles its neck feathers as it makes conversation (picture double actual size). This bird, named Mike, has garbled accent because he learned to talk from another budgie rather than from humans.

A RAGE FOR PARAKEETS

Everybody seems to want the tiny, talkative and acrobatic budgie bird

For years the sale of the Australian shell parakeet, a small, parrotlike bird more popularly known as the budgie, was forbidden in New York and many other states because of fear that it transmitted psittacine fever. But last year the ban was lifted and the budgie boom began. Society matrons, stenographers, bank presidents, all manner of people joined the rush to buy a parakeet because it is one of the most charming and talented of pets. Extremely affectionate, the parakeet loves to cuddle up against the owner's neck or

ear; it can talk, saying phrases like "Good morning," and "I love you, darling"; it can do all kinds of tricks; and its upkeep is only about \$3 a year. The parakeets are as prolific as rabbits—one female can lay as many as 60 eggs a year—but even with this high production stores which breed them have found it hard to keep up with the demand. One New York couple who started raising budgies as a hobby in their three-room apartment are now being kept by the birds—profits on sales last year more than covered their rent.

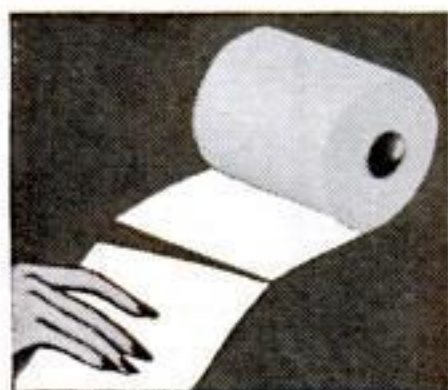


SIZE OF BUDGIE is shown in portrait, which is exactly life-size.



Only this one toilet tissue
is fine and firm and soft
— like Kleenex tissues

Just as you know there is only *one* Kleenex*, so too you'll discover that of all *toilet tissues* new *Delsey** alone gives you that luxurious Kleenex quality. The same wonderful softness and absorbency (double ply for extra strength). Ask for Delsey at your favorite store. If not on hand, have it ordered for you.



Tears clean at a touch!

No shredding, no waste with Delsey. It's "clean cut" (a Delsey exclusive) to tear evenly, last longer!

*T. M. REG. U. S. PAT. OFF.

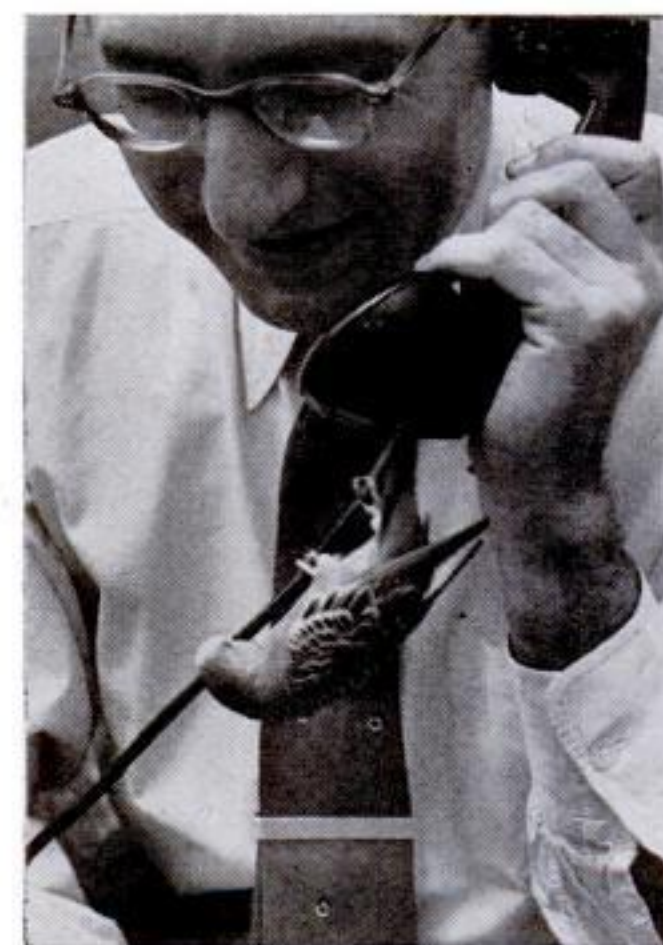
Parakeets CONTINUED



AT BREAKFAST Paul Palace's budgie, Chief, leaves bowl of canary seeds and takes a bite out of Mrs. Palace's grapefruit, one of her favorite foods.

THEY TAKE OVER HOUSEHOLD

Once they get in, parakeets quickly take over a home. Chief (*above and below*), who is a female despite the name, flies loose around the home of owner Paul Palace and will sit in front of a mirror for hours, admiring herself. When Palace goes for an auto ride she goes along too, sitting on top of his eyeglasses. If Chief fails to get her way she often pouts by flying into her cage and banging the door behind her.



AT THE TELEPHONE Chief shrieks into mouthpiece whenever she hears a sound (*left*). But then, getting bored, she practices acrobatics on the wire.



UP TO NO GOOD, she steals a cigaret from her owner's pocket (*left*), but then finding it too heavy to carry around with her she deposits it on a table.



PLAY PEN bought by Ann Pettersen for budgies has 21 toys, including ferris wheel, ladders, hobby horses, bells.

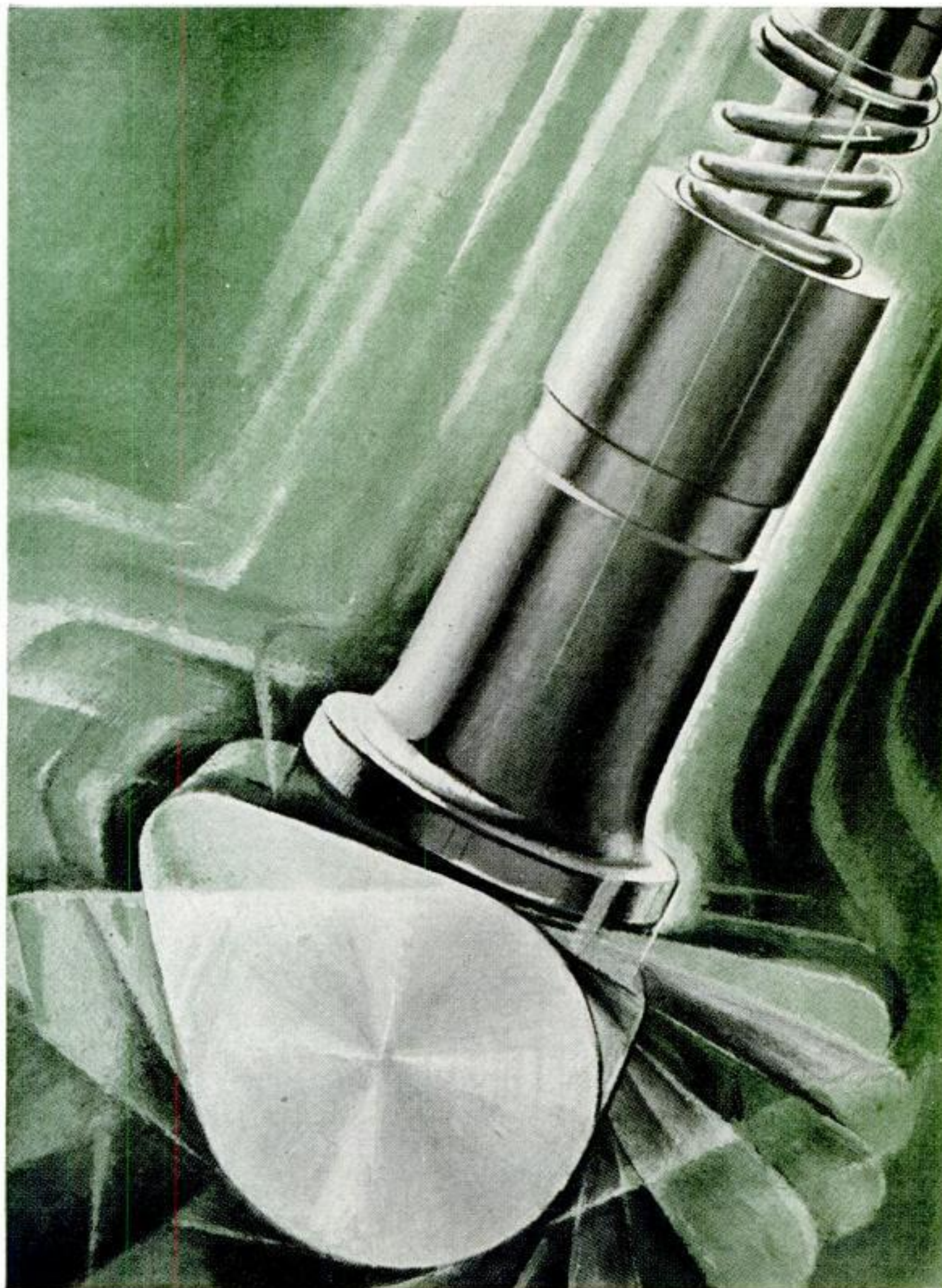


PLAY PAL for budgies is a schnauzer called Spice. They climb all over dog, clucking at him in budgie language.



PARK AVENUE PARAKEET, Moe, kisses Mrs. M. M. Biddison. He likes to say "Where's the whisky" and takes his bath in an old fashioned glass.

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A typical engine valve lifter . . .

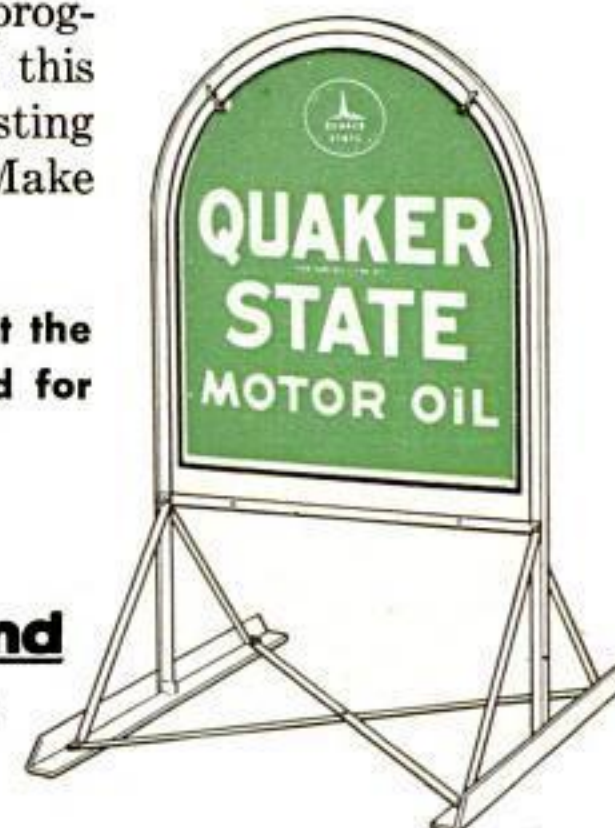
MOVES 138,700 TIMES EVERY HUNDRED MILES!

SMALL but important—your engine's valve lifters work at fantastic speeds. Today's high-speed, high-compression engines demand the best from motor oils . . . the best in long life, stability, and purity.

And the best you can buy is Quaker State Motor Oil. For nearly fifty years, Quaker State has kept pace with automobile progress, and the fine product that bears this name today is unsurpassed for long-lasting protection and complete lubrication. Make your next oil change Quaker State.

Quaker State Motor Oil is made to suit the requirements of all makes of cars and for all types of service. Ask your dealer.

**Modern Engines Demand
Quality Lubrication**



QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.

Member Pennsylvania Grade Crude Oil Association

The 20 minutes that give the energy pickup of two hours sleep

in the luxurious, super-relaxing, tension-banishing



ADD HOURS OF FRESHNESS TO YOUR DAYS...ACTIVE YEARS TO YOUR LIFE

At last, this nerve-straining scientific age has produced one really scientific instrument of REST... the beautiful, original and *only* CONTOUR chair-LOUNGE. Perfectly designed to induce fast, completely relaxed, energy-restoring rest... it gives you—in 20 minutes—a greater supply of energy than two hours of sound, natural sleep.

HERE IS WHY. CONTOUR chair-LOUNGE... because of its *anatomically correct* patented design... is the *only* piece of furniture that gives you gentle, *all-over* body support in all positions. That is why the CONTOUR chair-LOUNGE *obsoletes* all so-called "easy" chairs—and the chaise longue and davenport—for *complete* relaxation.

LET YOUR BODY TELL YOU. You'll never know how rapidly CONTOUR rest can relax and revive you 'til you try it. See it in colors and fabrics to fit *any* decor... for a demonstration, visit the dealer nearest you. Priced from \$140... convenient terms.



Only chairs bearing this trademark are products of CONTOUR chair-LOUNGE Co., Inc., St. Louis.

ALLENTOWN, PA., Contour Chair-Lounge Co.
1007 Hamilton St.

BAKERSFIELD, Contour Chair Shop, 2820 Niles St.

BUFFALO, Contour Chair Shop, 651 Main St.

CHICAGO, Contour Chairs Co. of Chicago, 78 E. Jackson

CINCINNATI, Contour Chair Co., 12 E. Sixth St.

COLORADO SPRINGS, Contour Chair Shop, Tejon at
Willamette

COLUMBUS, OHIO, Contour Chairs of Columbus,
118 E. Broad St.

DAYTON, Contour Chairs, Inc., 124 N. Main St.

FRESNO, Contour Chair Shop, 1637 Fulton Ave.

HENDERSON, KY., Anderson's, 220 Turner

KANSAS CITY, Contour Chairs, Inc., 4048 Broadway

LAKEWOOD CENTER, CAL., Moxley's Contour Chair Shop,
15913 Lakewood Blvd.

LONG BEACH, CAL., Contour Chair Shop, 616 Pine Ave.

LONG ISLAND, Contour Chairs, Inc., 114 N. Franklin

LOS ANGELES, Moxley's Contour Chair Shop

4112 Crenshaw Blvd.
Original Contour Chair-Lounge Co., 7151 Beverly Blvd.

MIAMI BEACH, Contour Chair Shop, 938 Lincoln Road

MILWAUKEE, Contour Chair Company, 723 N. Milwaukee

MINNEAPOLIS, Contour Chair Shop, 12 S. 7th St.

NEW YORK, Contour Chairs, Inc., 34 W. 46th St.

NEW YORK, Contour Chairs, Inc., 411 Fifth Ave.

OCEANSIDE, CAL., Contour Chair Shop, 1025 S. Hill St.

OMAHA, Contour Chair Shop, 1822 Farnam St.

PHILADELPHIA, Contour Chair-Lounge Co., 1320 Walnut

PHOENIX, Contour Shop of Phoenix, 19 W. Monroe

PITTSBURGH, Contour Chair-Lounge at The Duchess

Company, 1014 Jenkins Arcade

PORTLAND, ORE., Finch's Contour Chair Shop,
225 N. E. Killingsworth and 208 S. W. Broadway

ST. LOUIS, Contour Chairs, Inc., 508 N. 10th St.

ST. PETERSBURG, Contour Chair Shop, 553 4th St., N.

SAN BERNARDINO, Contour Chair Shop, 532 E. St.

SEATTLE, Finch's Contour Chair Shop, 1531 Third Ave.

SOUTH CHARLESTON, W.VA., Contour Chair-Lounge Store

Division & MacCorkle

TULARE, CAL., Contour Chair Shop, 1660 E. Tulare St.

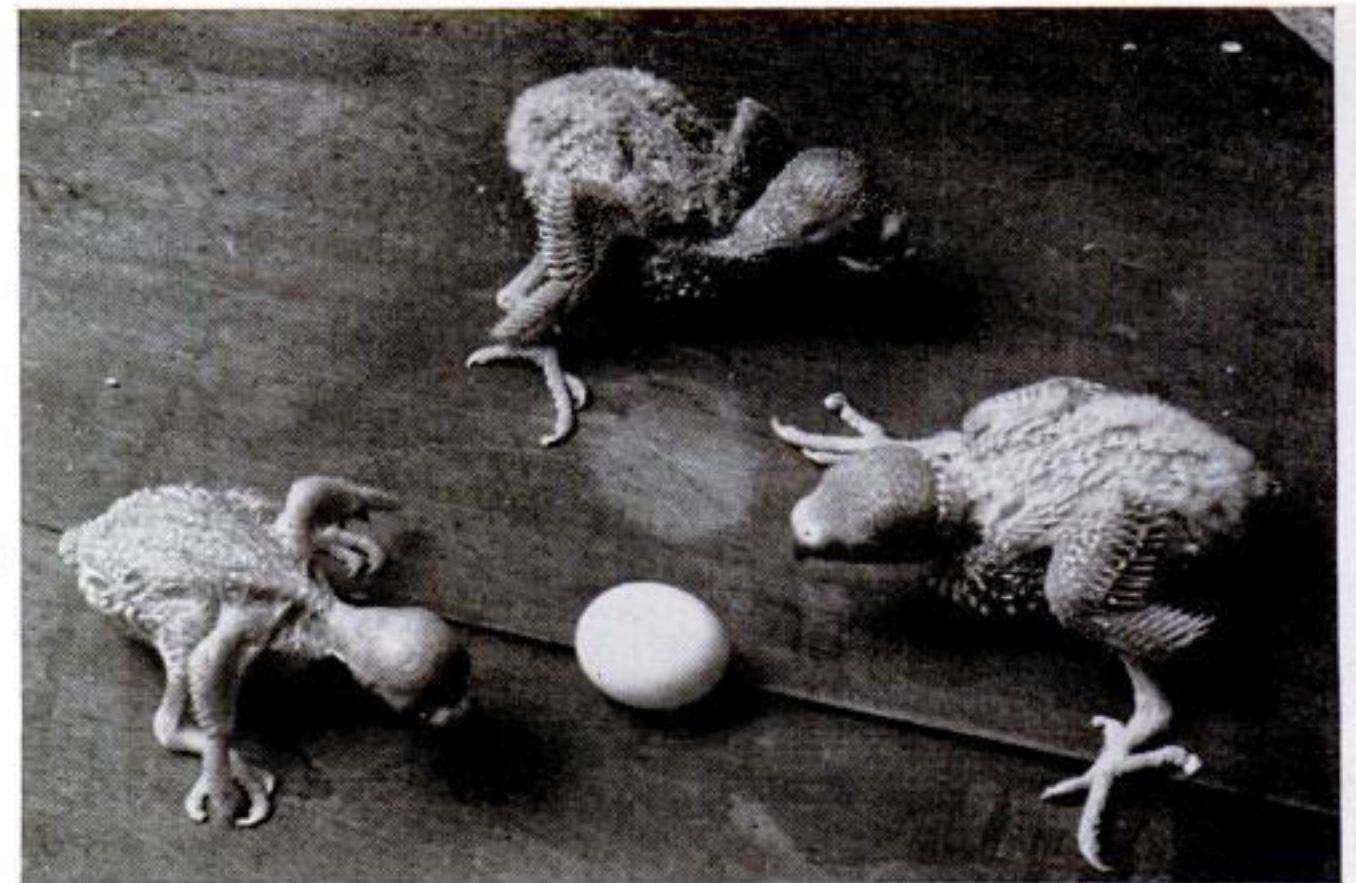
WHITE PLAINS, N.Y., Contour Chairs, Inc., 215 E. Post Rd.

WICHITA, Contour Chair Shop, 123 N. Broadway

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Profitable dealer franchises available. Contour Sales, Inc. 1600 N. 22nd St., St. Louis 6, Mo.

Parakeets CONTINUED



BABY BUDGIES and egg are all from same clutch. The mother usually lays eight eggs, one at a time, every other day. Babies arrive on same schedule.

TIPS ON PICKING OUT A BUDGIE

Untrained young parakeets, in the common colors of green or blue or yellow, cost between \$5 and \$15 in bird shops and in department stores like Macy's in New York (*below*). Those with unusual coloring, such as cinnamon wings or yellow-faced blues or opalines, run up to \$110 a pair, while a highly educated budgie who has a vocabulary of about 500 words and can do a variety of tricks may cost as high as \$1,000. A novice buyer should make sure that his bird is not more than four to six weeks old (older birds are hard to train), has bright eyes, straight legs and tightly feathered body. Only males can be taught to talk (the females simply chatter) and even veteran buyers can be fooled about the bird's sex, which does not become apparent until it is about 10 weeks old. But most stores will exchange males for females later if the buyer wishes. Budgies are timid about water and one way of giving them a bath is to hang some wet green carrot tops in their cage and let them clean themselves by twisting and turning among these. If the bird catches a cold it is a serious matter, and the best thing to do is to keep him warm and put a few drops of whisky in his drinking water.



MACY'S BUDGIES are kept in a large, high, cylindrical cage with dozens of trapezes for the birds to sit on. Shop sells from 200 to 500 budgies a week.

For a Treat
instead
of a Treatment...
remember...

OLD GOLD

*treats
You
right*



Enjoy *today's* most pleasing cigarette with this assurance: No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine than Old Gold. This conclusion was established on evidence by the U. S. Government.





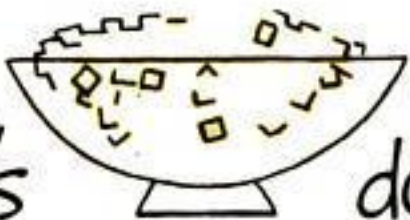


Quick-Packed in Hawaii to bring you
-the freshest-tasting pineapple ever
-from Libby's own plantations, in the land
where the finest pineapples grow-



Libby, McNeill & Libby, Honolulu, Hawaii

that's why **Libby's** is the kind to get!

Libby's  juice
Libby's  chunks
Libby's  crushed don't forget!



'Melba'

MISS MUNSEL PLAYS
OPULENT SOPRANO

Nellie Melba, best known now because she gave her name to a dry toast and a rich dessert, is remembered by opera-going veterans as the most flamboyant lyric coloratura soprano of the generation before World War I. She was a natural subject for a movie biography, but the problem was to find someone who could look and act the part and also approximate the prodigious clarity and timbre of Melba's voice.

The problem has been solved in a film starring Patrice Munsel. As the Australian Nellie Mitchell—changed to Melba after the city of Melbourne—she acts her way through some semifictitious romances, sings through a dozen numbers ranging from the Mad Scene in *Lucia* to *Comin' Thro' the Rye*, and proves (above) that she can fit with ease into the most ornate late-Victorian costume and background.



Just add cream to Bisquick

That's how easy shortcake is when you reach for the Bisquick. You know it'll be rich and short and good, too, because Bisquick's made with the fine Gold Medal Flour and the sweet bland shortening you'd choose for your nicest, richest shortcakes. Only difference is—the mixing and blending and cutting in are already

done to save you the trouble. Go ahead and rush the season a little . . . make your shortcake now . . . the frozen berries are wonderful (and then choose the other family favorites from the 12 good things below. Bisquick makes 'em all). So you can see . . . for feeding a family you can't beat Bisquick.

For feeding a family you can't beat Bisquick



DUMPLINGS



MUFFINS



PANCAKES



WAFFLES



COBBLER



COFFEE CAKE



MEAT PIE



BISCUITS



VELVET-CRUMB CAKE



NUT BREAD



SHORTCAKE



COOKIES





...then add cream to Shortcake

Old-time biscuit shortcake with the melted butter goodness just dripping between those tender-hot layers! Only butter has the flavor for *this!*

And then add whipped cream over all! Here's the gorgeous touch, so smooth, rich, satisfying. Cream whipped to perfection, cascading over juicy berries, creates shortcake delight any time of year.

So let's have gorgeous cream-crowned shortcake often. Every week in the year your family will cheer it. Put cream and shortcake in your regular weekly meal plan. It's quick and easy—and the rest of the meal can be thrifty, easy, when you serve this most satisfying dessert: shortcake, berries, butter and *real cream!*



AMERICAN DAIRY ASSOCIATION
"Voice of the Dairy Farmer"
20 N. Wacker Drive Bldg. Chicago 6, Illinois



CHEESE



NONFAT DRY
MILK SOLIDS



EVAPORATED
MILK



BUTTER



ICE CREAM



CREAM



MILK

Cream and other dairy foods are
30% of all you eat yet cost only
15¢ of each food dollar.

NO MATTER HOW
YOU SLEEP,
YOU'LL SLEEP BETTER ON
AN ENGLANDER MATTRESS



Butterfly



Ostrich



Catnapper



3 short steps to a good night's sleep! Englander's exclusive three-layer principle of comfort and firm support is setting a new trend in sleep. Your Englander mattress of Goodyear's Airfoam and the famous Englander Red-Line Foundation work together in an ensemble like this:

1. It cushions. Airfoam mattress cushions you on bubbles of air. Cool, odorless, never sags or lumps, never needs turning.

2. It yields. Top spring layer of Englander Red-Line Foundation yields to fit your body contour.

3. It supports. Bottom spring layer, joined to top layer by flexible steel band, gives your body firm support.

Guaranteed for 20 years. See it now at your favorite furniture or department store, or better, ask for a 30-day free trial in your own home. Look for the Red-Line.

Englander mattress of Goodyear's *Airfoam** \$7975

Englander *Red-Line** Foundation \$6975



Mr. Big



Little Big

Englander
AMERICA'S MOST LUXURIOUS MATTRESS

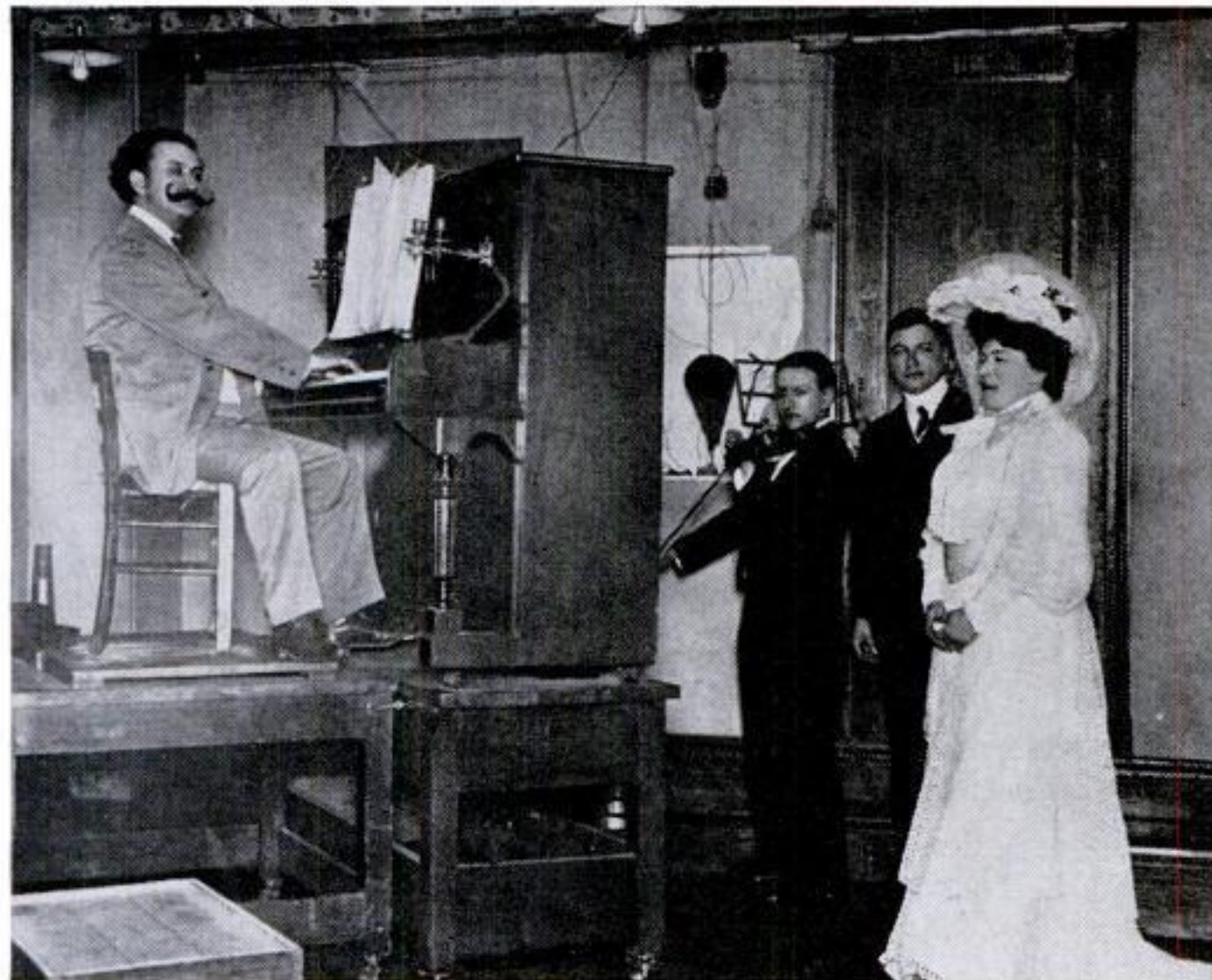
GOODYEAR
THE GREATEST NAME IN RUBBER



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MELBA THEN, MUNSEL NOW



DRESSED-UP DIVA, Nellie Melba is seen in an old photograph showing a recording studio of the early 1900s. Her records are now collectors' items.



JULIET in Gounod's *Romeo and Juliet* was favorite role of Melba (above), gives Munsel a chance to show off her showiest coloratura style singing the *Waltz Song* in the movie.



ROSINA in Rossini's opera *Barber of Seville* is a sprightly role which gave Melba (above) room to display dazzling vocalism, Munsel a chance to exert her fine comic talent.



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YOUR CAR CAN
DELIVER!**



Proved in the Famous Mobilgas Economy Runs!

In grueling runs or normal driving, *top economy* goes hand in hand with *top gasoline performance*! Catalytic refining builds into Mobilgas and Mobilgas Special *high volatility* for quick starts, warm-ups . . . *high-octane* for smooth, anti-knock power . . . a perfect balance of *all good gasoline qualities*. Fill up for *all the gas mileage your car can deliver!*

**IT'S THE
HIGH-OCTANE
GASOLINE**



See Your Mobilgas Dealer!

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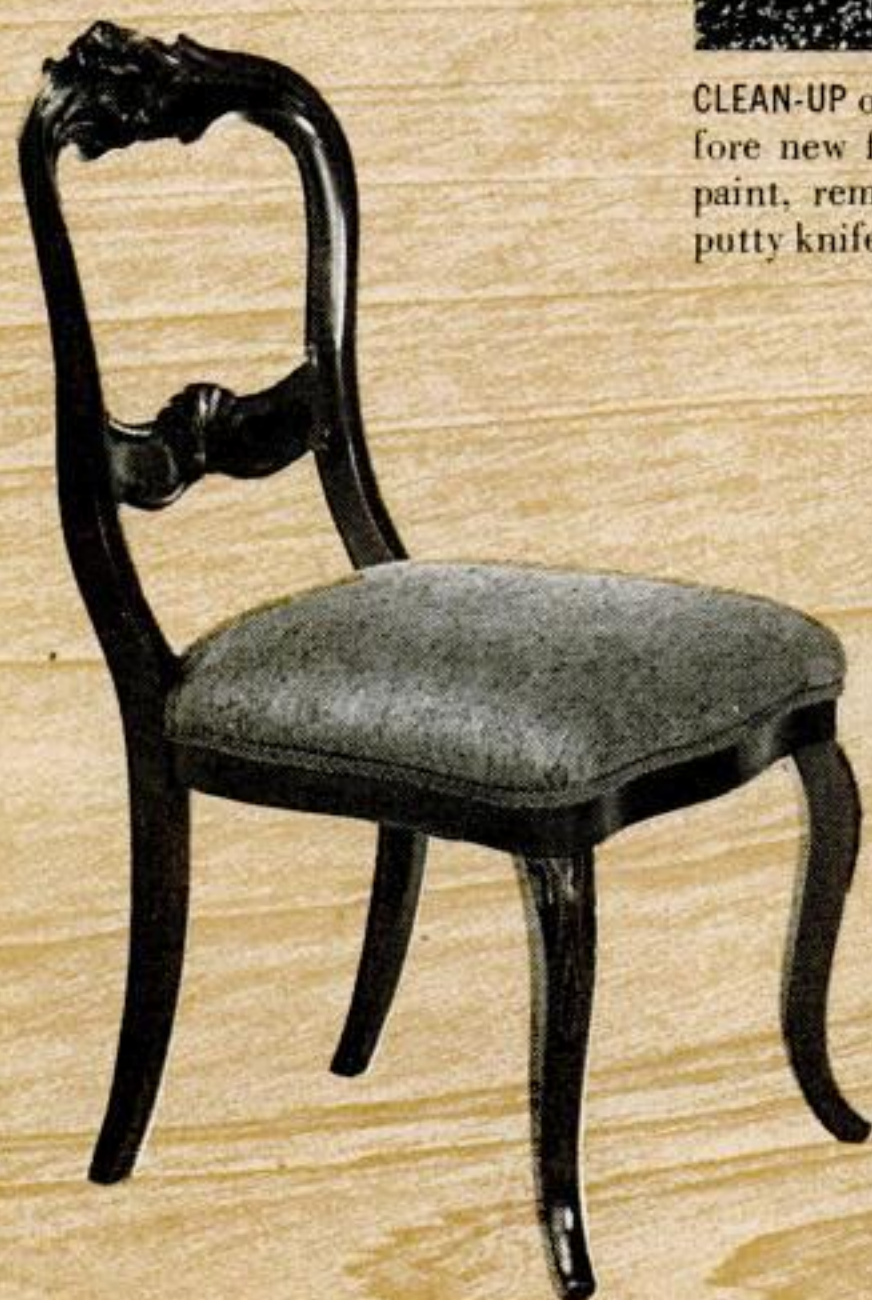
HOW TO FINISH FURNITURE

The job requires polish, patience and muscles

Under layers of paint or the dark varnish that was so popular at the turn of the century many pieces of furniture in U.S. homes hide the grained beauty of wood such as shown in the background for these pages. Though not rare antiques, these pieces—if cleaned and given a clear finish which permits the grain of the wood to show—look well in contemporary interiors. It is wise to leave the renovation of an 18th Century antique to a professional, but an amateur can do a creditable job of refinishing a bureau or a clock, or of finishing a cocktail table or a bench made in the home workshop. On these pages are shown the principal finishes for home use and one step in their attainment; detailed recipes for each are on pages 76 through 80. No matter which finish is selected, the final result will be determined by the finisher's combination of patience and energy.



CLEAN-UP of furniture is basic step before new finish is put on. Here dingy paint, removed from table (*top*) with putty knife, reveals mahogany beneath.



FRENCH POLISH, as shown on chair at left, requires most work, gives fine results. In one of many steps, leg (*above*) is rubbed with gum shellac and alcohol.



NEWEST FINISH is a penetrating wood sealer which is easily applied with lintless cloth. It is especially good for sealing new wood as in this cocktail table.



VARNISH SURFACE on desk (*right*) is tough, durable. Varnish brush should be held, as above, close to bristles. This is good finish for heavily used objects.

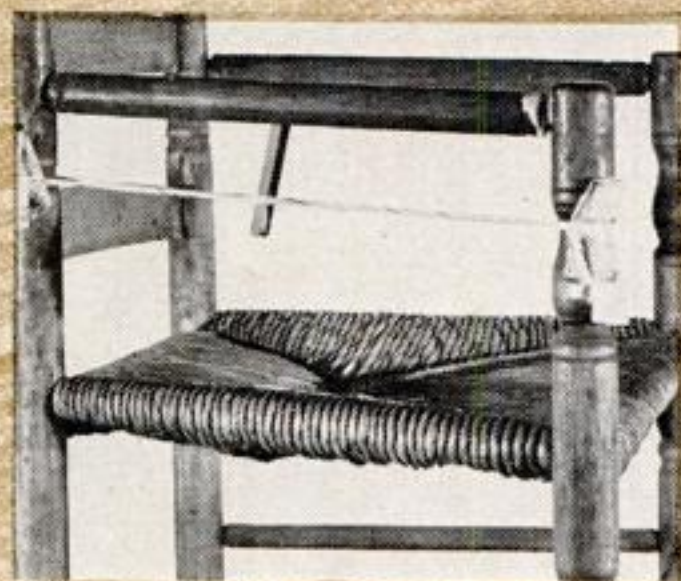




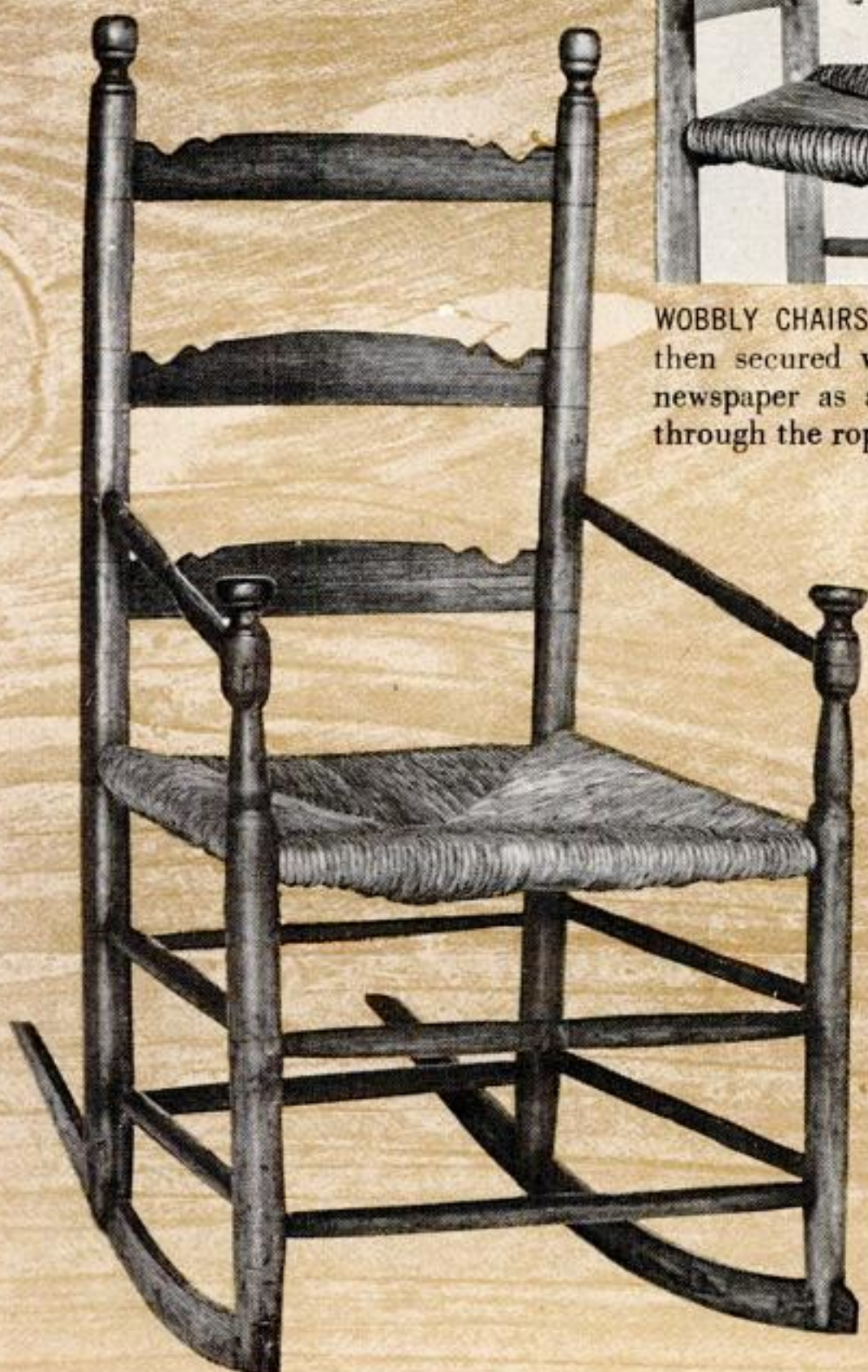
SMALL HOLES should be patched just before final finish is applied. Here stick shellac of proper color is used (*above*) to fill holes in cherry stand at top.



SHELLAC COATING is easily applied to pieces like bureau above, is not suitable for work surfaces. Shellac is difficult to misuse and does not crack with age.



WOBBLY CHAIRS should be glued and then secured with rope padded with newspaper as above. A stick twisted through the rope makes bandage tight.



SHOE POLISH is useful to mask scars and scratches on old wood, like this clock. It may be added to ordinary wax to give a deeper color to the wood.



CONTINUED ON NEXT PAGE

Now, it's easier than ever . . .



to buy a **Burroughs**

Wherever you are . . . there's a Burroughs dealer near you to demonstrate the time and money saving advantages offered by Burroughs adding machines and cash registering machines. Try the Burroughs that's right for your business . . . see the dealer or Burroughs sales office near you.



For *extra-fast* large-volume figuring . . . electrically operated Burroughs adding-subtracting machines have proved their value in all types of business. Debit or credit totals are shown. Eight- or ten-column keyboards are available.

Businesses get big-capacity adding machine utility plus 4-way profit protection at low cost with Burroughs cash registering machines. Every transaction is recorded on a special locked-in tape. Customers get faster service, itemized printed receipts.



Burroughs hand-operated adding machines, *priced as low as \$120* plus applicable taxes, give you a lifetime of service. These portable perfectionists are easy to carry—make exact answers convenient to any desk or counter in the place.



Your choice of Burroughs adding-subtracting machines is broad. Select the features that fit your figuring—electric or hand operation, direct subtraction, wide choice of capacities, the price you prefer for the speed you need. Burroughs Adding Machine Company, Detroit 32, Mich.

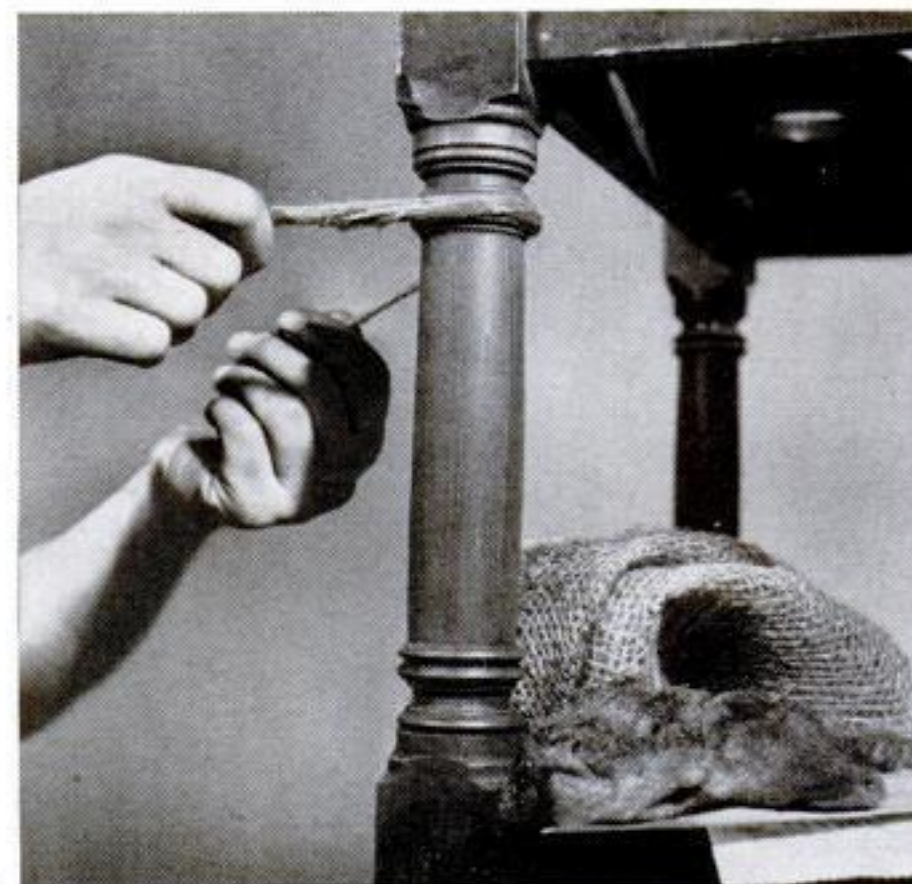


WHEREVER THERE'S BUSINESS THERE'S

Burroughs



FURNITURE CONTINUED



TO REMOVE FINISH from crevices, apply the remover and rub with burlap string twined with steel wool.

REMOVING OLD FINISH

Old finish or paint should be removed from furniture before new finish is applied. A paste-type paint and varnish remover is easiest to use. Try out remover on inconspicuous section of piece to discover how fast it works. Remove handles, knobs, hinges. Apply remover generously with old paint brush (stiff one is best) to a 2-foot-square section and allow to stand until finish can be lifted off with dull-edged putty knife. If remover dries before finish is soft, apply additional coats over first. If remover does not work with penetrating red paint (made of red pigment and buttermilk) that is found on some old pieces, use denatured alcohol to remove color, steel wool to take paint off. Use burlap or crumpled paper to remove old finish on turnings. To remove finish from carvings use old toothbrush or steel wool wrapped around lollipop stick or meat skewer. Clean off all traces of remover by rubbing piece with medium-fine steel wool moistened with alcohol or turpentine. Let stand 24 hours, sand, rub with steel wool.



TO RAISE DENTS in furniture, press with a hot (not steam) iron over damp old blanket or wool strips.

PATCHING FURNITURE

Large holes in furniture can be patched so as to be invisible when piece is finished. Fill hole with wood putty, leaving small indentation at top for later treatment. If hole has dark edge rub with steel wool. When piece has been finished fill top of hole with stick shellac in color to match finish. Stick is melted by holding end against hot knife or soldering iron. Press shellac into hole. Build it up higher than surface, then level with knife or razor blade. Fill small holes with matching stick shellac just before last finish coat. To remove dents, iron as above. Warm moisture causes wood to swell. Process may have to be repeated several times. If furniture is shaky, pull loose pieces gently apart; if necessary, tap them with a wood mallet. Scrape off blobs of old glue with knife or chisel and dissolve remainder with hot vinegar. If joints are very loose, glue strips of heavy cloth or steel wool over ends. Use plastic resin-type glue. After joining wipe off excess glue. Apply pressure with wood clamps or rope. Use clothesline for large pieces, fishline for small. Keep under pressure for 24 hours.

CONTINUED ON PAGE 78



Advertisement



MARTHA CHANGES ACCESSORIES (but not Sacony suit) for honeymoon motor trip. Suit will adapt itself to any surroundings and climate, will not show stress of travel.

← **MARTHA BOSS** (cover girl bride of June, 1952) makes lovely young bride in gently detailed Sacony suit of Palm Beach. Note delicate curve of lapels and hipline. Setting is New York's famous Little Church Around The Corner.

THE \$25 SACONY SUIT

Women travel, go to theatre, even get married in the Sacony suit of Palm Beach*

The Sacony suit of Palm Beach cloth is causing a full-fledged fashion revolution all over America. For the owners of Sacony suits are wearing them where suits have seldom—if ever—been worn before. And not just for the Spring or Summer, but clear around the calendar. The explanation: these suits are made of Palm Beach cloth—a remarkable blend of rayon, acetate and

wool that needs practically *no* care. They have real suit construction (just turn one inside out and see). They dry clean beautifully and many women even *wash* them. They sell for just \$25. And Sacony makes them in so many size ranges that extensive alterations are unnecessary. For information on where they can be purchased, write Sacony, College Point 56, Long Island, New York.



CALIFORNIANS ARE PARTIAL to Sacony suits, will wear them for everything from golfing to dining out. Here sportswoman Phyllis McDonald wears short-sleeved cardigan model.

*Palm Beach trademark registered by Goodall-Sanford, Inc.



THE LODERS drive out to Westport Country Playhouse in Connecticut, one of oldest summer theatres in the country. Note smooth crispness of both Palm Beach suits after long drive.

MRS. JOHN LODER cues actor husband in → all-white living room of their New York City house. Both Mr. and Mrs. Loder wear suits of Palm Beach—hers is best-selling Sacony model with softly rolled collar and turned back cuffs.

ADVERTISEMENT: copyrighted by Sacony





Rarely in nature is there a creature with more perfect protection than the porcupine. Equipped with long barbed

quills, it can effectively stand off the most vicious attacker—as these Bay Lynx (American bobcats) will painfully discover.

Perfect Protection

AC's Aluvac Oil Filter Element provides protection as outstanding in the motor world as nature has given the porcupine in the animal world.

- AC Aluvac has 10 times the filtering surface of ordinary elements.

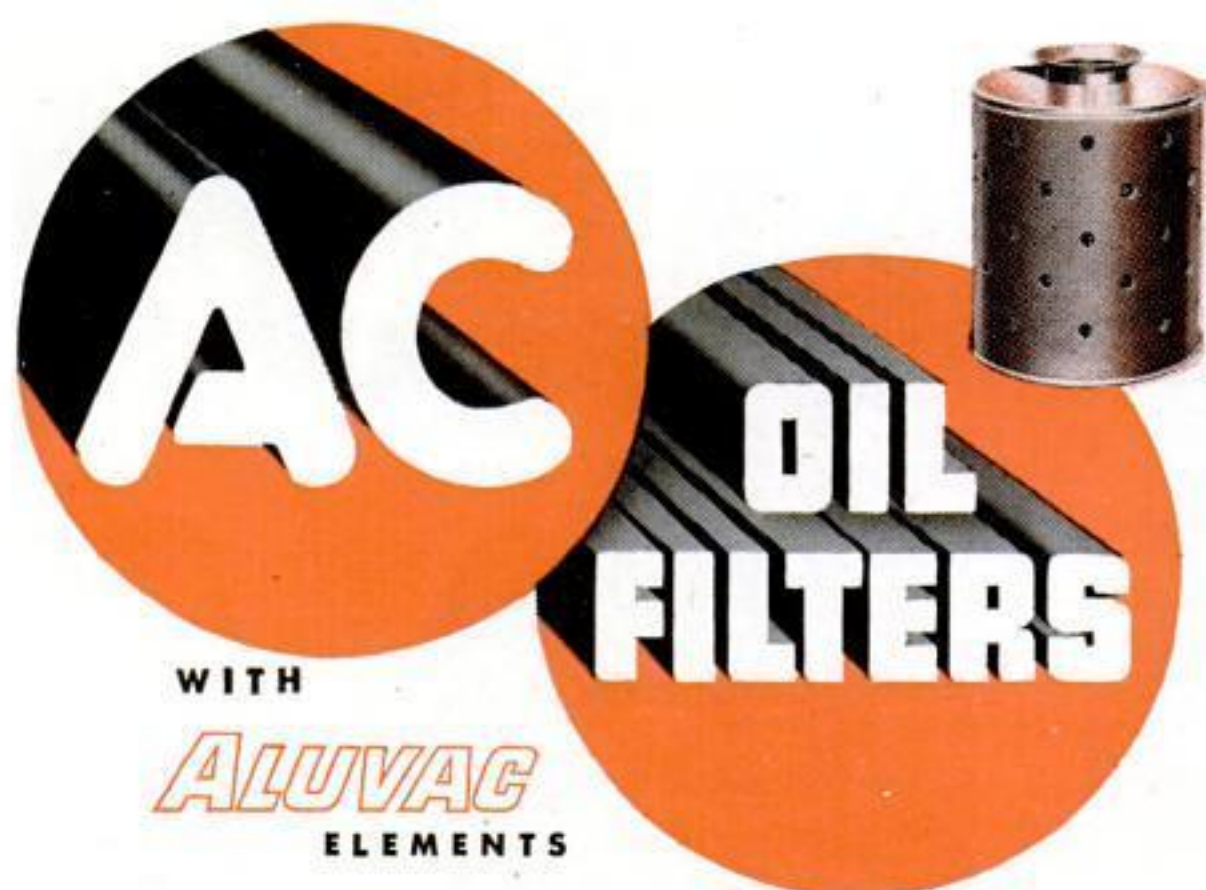
- AC Aluvac has twice the sludge retaining capacity.

- AC Aluvac screens out dirt particles as fine as 1/100,000 of an inch.

- AC Aluvac won't remove detergents from heavy-duty oils.

Engine oil that has been filtered by an AC Aluvac Element is truly clean. It will protect the engine against wear and insure smoother, more powerful performance.

Install an AC Aluvac next time you change your element. You'll agree that it provides protection at its best.



OPTIONAL FACTORY EQUIPMENT ON



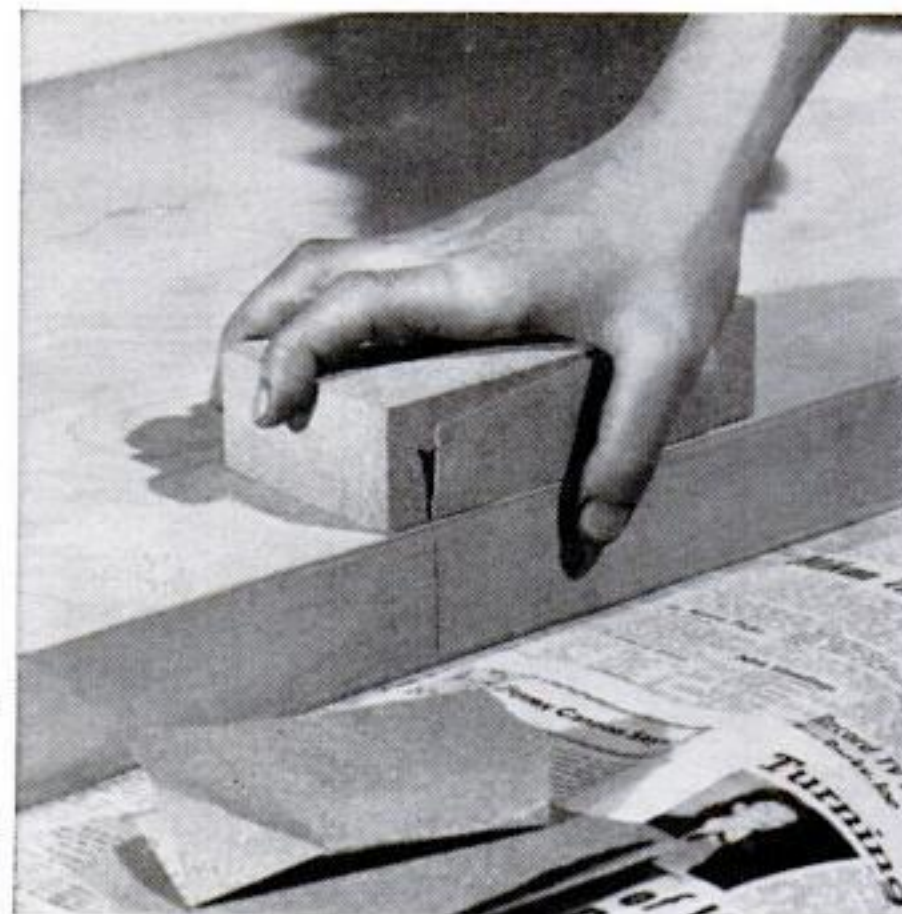
... and standard or optional factory equipment on Buick, Chevrolet and Oldsmobile cars—Chevrolet and GMC trucks

AC SPARK PLUG DIVISION



GENERAL MOTORS CORPORATION

FURNITURE CONTINUED



FIRST RUBDOWN is easier on large surfaces if sandpaper is wrapped around a wooden or cork block.

WOOD SEALER FINISH

Penetrating wood sealer finishes are Cornell University's first choice for amateur woodworkers. These wood sealers, originally used on floors, have only recently been introduced as furniture finishes. Most are made of tough, penetrating tung oil mixed with driers. Apply clear wood sealer after furniture has been stained, or use sealer colored in wood tone desired with varnish stains or oil colors. Before applying wood sealer, sand and dust furniture. If new wood, dampen piece to raise grain, then dry and sand. Apply sealer with lintless cloth, such as an old nylon stocking, using circular motion against the grain. Allow the piece to dry for 24 hours. Apply four or more coats, sanding between each coat with increasingly fine sandpaper. Dust off each time with a tack rag which is available at automobile supply stores. Let final coat harden for one week, then rub furniture with steel wool. This is a hard, durable finish, resistant to stains, burns, marring. It may be as glossy or dull as desired. For a soft polish use pumice powder and oil for final rubdown. Finish with wax.



FINAL RUBDOWN after any finish will be glossy if powdered pumice and mineral oil are mixed and applied.

SHELLAC FINISH

Shellac is the finish most widely used by the home refinisher. It provides a hard, elastic, easy-to-polish surface, but since it stains should not be used on table tops or objects that come in contact with heat, alcohol or food. For light finish use white shellac. For darker finish, mix with orange shellac. Do not use shellac on a rainy or damp day as it may not dry properly. Apply with a brush or spray gun. Dilute the shellac with wood alcohol until it runs off the brush like water. Each coat should be thin. After the piece has been sanded and wiped, brush on shellac with the grain. Let it dry thoroughly between coats—overnight or three hours in sunlight. Three coats are usually enough but more may be applied. Between coats rub down with steel wool, using medium fine wool after first coat, finest grade after last coat. Always dust after using steel wool. For satin gloss final rubbing may be done with oil and powdered pumice. Then apply wax.

CONTINUED ON PAGE 80

AMAZING COFFEE DISCOVERY!



Not a powder! Not a grind! But millions of tiny "FLAVOR BUDS" of real coffee . . . ready to burst instantly into that famous MAXWELL HOUSE FLAVOR!



Utterly unlike old-style "instants" . . . just as quick but tastes so different!

In the famous Maxwell House kitchens this superb, roaster-fresh coffee is actually brewed for you. At the exact moment of perfection the water is removed by a special Maxwell House process—leaving the millions of miracle "Flavor Buds"!

100% Pure Coffee—No Fillers Added!

Just add hot water . . . and the bursting "Flavor Buds" flood your cup with coffee as delicious as the best you've ever brewed. One sip and you'll never go back to old ways!

Saves you money, too! The large economy-size jar saves up to 75¢, compared to three pounds of ground coffee!

See how the Flavor Buds "come to life" in your cup!



MAGNIFIED VIEW of new miracle "Flavor Buds" shows how utterly different they are from old-style powders and grinds.



THE INSTANT you add hot water, the "Flavor Buds" burst—releasing flood of rich, delicious Maxwell House flavor!

Reach for the jar with the stars on top!



A Product of General Foods



The only instant coffee with that GOOD-TO-THE-LAST-DROP flavor!

" I like
 So well
 I shave all over "



lather shavers:

Now you can enjoy the Barbasol benefits in a lather-like cream. Try Barbasol lather-type brushless in the pressurized can.



FURNITURE CONTINUED



FURNITURE STAIN is applied before the finish. The coats should be thin and repeated until color is right.

VARNISH FINISH

Varnish is tricky to use because it dries slowly and attracts dust while drying, but a varnish finish is alcohol- and heatproof. Get toughest quick-drying varnish available and use a brush especially made for applying it. If desired, stain furniture first, and use clear varnish. An oil stain is good for soft woods, a penetrating oil or water stain for hard woods. Apply in thin coats, with grain. Do not let brush strokes overlap. Allow 24 hours drying between coats. Whether varnish is applied over stain or as original finish, procedure is the same. Pour as much as will be used in one application into shallow dish and warm it by placing dish in hot water. Work varnish into brush evenly. Apply varnish to small sections at a time, both with and across grain. Remove bubbles by holding brush straight up and down and going over surface lightly with tip of bristles. After varnish is so dry fingernail can make no mark, sand piece with 500-A waterproof sandpaper dipped in lukewarm soapy water. Rinse with clear water and dry. Repeat the process. After third coat let dry one week, then polish with rottenstone and oil.



APPLICATION OF WAX is final process in furniture finishing, or it may be used as a finish by itself.

WAX FINISH

Wax may be used over any clear finish as a preservative and to give the piece a pleasant sheen. Wax alone may be used as a finish on close-grained hardwoods such as cherry or maple. Use a paste furniture wax with a carnauba base. Wipe furniture clean, place a small amount of wax in the folds of a soft, lintless cloth and rub evenly over surface. Keep coats thin. Polish briskly as if shining shoes. Apply wax in several layers, rubbing down between each layer. To remove old wax, apply liquid wax freely and wipe off while wet. A French polish is a beautiful finish for antiques but is strenuous. Apply paste wood-filler and then sand. Apply pure linseed oil, rub dry, let stand for a day. Dissolve gum shellac with denatured alcohol to make thin liquid. Saturate cotton ball with mixture, wrap lintless muslin around it. Rub with circular motion in four-inch diameter circles. Start at one corner, cover entire surface, never stopping or pad will stick. Dry 48 hours. Repeat process. The secret is in the rubbing, which must be hard.

First choice of beginners and experts alike—



genuine
Kodak Film
in the familiar yellow box



For just a few pennies you can make an endearing snapshot to treasure for years. *Pennies*, for priceless memories.

And there is something more. A feeling of confidence—of certainty—when the film in your camera comes from Kodak's familiar yellow box.

You are confident because you

know that Kodak made snapshots the friendly hobby of millions—by day or night, indoors and out. Because you know that superb Kodak Films are first choice with the great photographic experts. And because the Kodak Film you use is planned with *you* in mind—so that snapshot-taking is simple, easy, sure, at the click of a shutter.

And now the Kodak DUO-PAK gives you one roll for your camera ... one for a spare

The new, thrifty Duo-Pak holds 2 rolls of Kodak Verichrome Film for black-and-white snapshots. One roll for your camera ... one for a spare. You'll like Duo-Pak's handy "tuck-away" size—just right for your pocket or handbag. In the popular 620, 120, and 127 sizes.

Eastman Kodak Company, Rochester 4, N. Y.

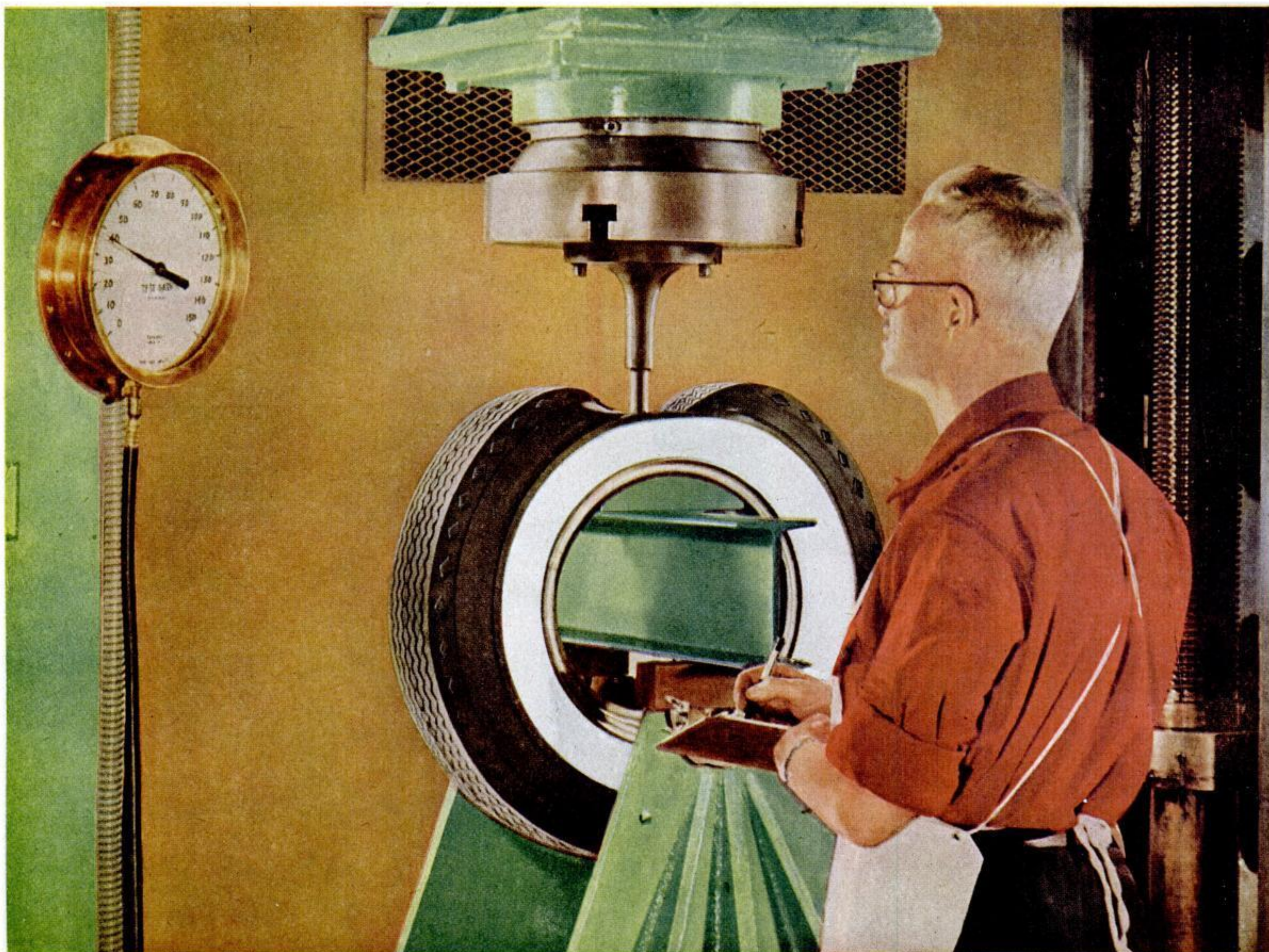


SERVE YOURSELF from this convenient Duo-Pak dispenser whenever you're at your Kodak dealer's. You can't have too much film in the Spring!



Kodak
TRADE-MARK

Only a Nylon Cord tire could
withstand this pressure...



The test above is like driving a blunt spear deep into your tire. The rounded end of that hydraulic punch is only $1\frac{1}{4}$ inches in diameter!

Three types of tires took this test. The first, a standard cord tire, failed at 1480 lbs. The second, with regular premium cords, failed at 2500 lbs. But the All-Nylon Cord Double Eagle took 3876 lbs., more than twice

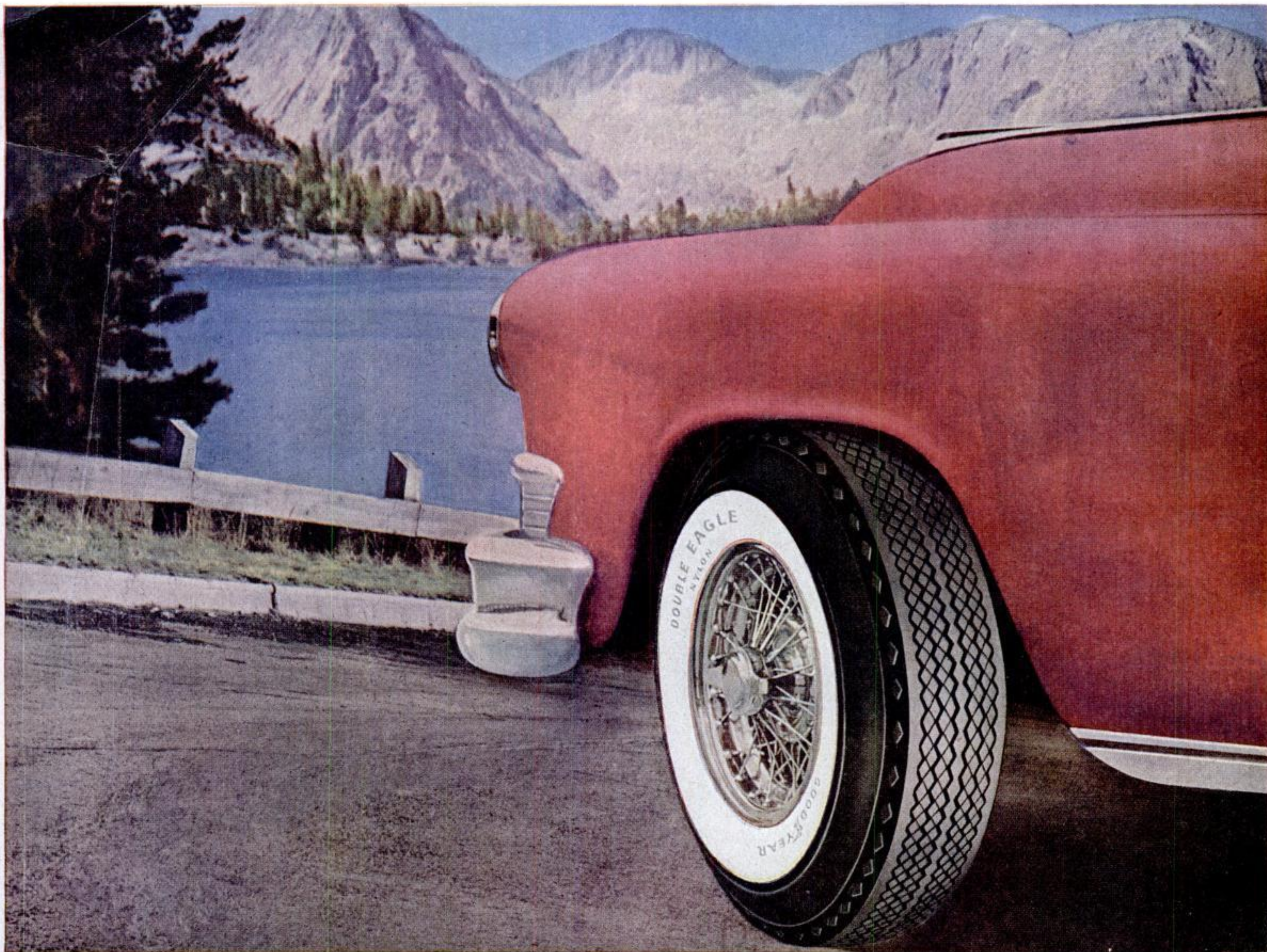
as much as the standard tire. The hydraulic punch was driven clear down to the rim, before that tough Nylon Cord body failed!

Perhaps, just because you want the finest, you've been thinking about buying a set of Double Eagles. If so, you can rest assured that it will be one of the smartest investments you ever made . . . in every way!

PLUS-10 DOUBLE EAGLE—The o

GOOD

Double Eagle is the only All-Nylon Cord passenger-car tire!



This All-Nylon Cord Double Eagle is definitely superior to any other tire in the 10 most important aspects of tire service! That's why we call it the Plus-10. Up to 42% greater mileage! Safer, surer traction! And the most luxuriously comfortable ride that ever soaked up road shocks.

But with all its advancements, the All-Nylon Cord Double Eagle costs

only about 5% more than premium tires made of rayon! And if you have Double Eagles installed when you buy your new car, you'll get full value for its original equipment tires. You'll hardly notice the small extra monthly payments. Goodyear, Akron 16, Ohio.

America needs better, safer roads. Let's bring them up to PAR.

y All-Nylon Cord passenger-car tire

GOODYEAR

Double Eagle, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio



"Cut yourself in..." on some real flavors!



The candy with the hole



... Still only 5¢

THE TRADE-MARK "LIFE SAVERS" IDENTIFIES "THE CANDY WITH THE HOLE" MADE EXCLUSIVELY BY LIFE SAVERS CORP. IN THE UNITED STATES AND BY LIFE SAVERS LIMITED IN CANADA.



SHINING IN THE RAIN, a young lady stands out from crowd at a New York street corner in a bright, white pima cotton raincoat in buttonless wraparound

style with a red plaid lining, shawl collar and matching plaid cloche. Together they are \$35; the plaid umbrella is \$6 (all by Bonnie Cashin for Main Street).

Foul Weather Finery

APRIL SHOWERS BRING A BRIGHT FLOWERING OF COSTUME RAINWEAR

April showers this year have brought some very bright ideas to U.S. designers on how to keep dry in a downpour. In prints, plaids or with patterned linings, the new rainwear follows fashion trends—there are buttonless wraparound coats, low waistline silhouettes and even fringed shawls. Some have matching hats and umbrellas, making costumes that are decorative on a dry as well as a drizzly day. All represent a vast improvement in psychology as well as style over the standard waterproof of the past, a sacklike garment which kept the body dry but drenched the feminine spirit. The happy change is the result of wartime government

experiments in improved chemical water-repellent finishes. Where prewar coated fabrics were permanently waterproof but also airproof, hot, stiff and hard to style, the new processes leave cloth porous and easy to handle although most have to be renewed after three or four cleanings. Almost any cloth, from cotton to silk pongee, can be treated, but most fabrics used are less expensive than those ordinarily found in high fashion outerwear. In consequence many women now build collections of raincoats for street, sports and evening wear, or substitute a water-repellent in disguise, like the chesterfield on page 87, for an all-purpose topcoat.

**This is
the life . . .
with a G-E Freezer!**



PREPARE DINNER in much less time. When you own a spacious General Electric Freezer, there's no need to wash, peel or pare foods just before mealtime.



AVOID RAINY-DAY MARKETING. Shop only when you're in the mood. And, this handy "super-market" in your own home takes so little floor space.



TREAT UNEXPECTED GUESTS to a full-course dinner. No worry about what to serve—your G-E Freezer holds a variety of meats, fruits, vegetables, baked goods.



ENJOY YOUR GARDEN crops all year round. With a General Electric Freezer you enjoy home-grown strawberries, corn, asparagus, etc. any time.



ECONOMIZE ON MEATS. Buy meats, delicacies and other foods during special sales. Isn't it time you invested in a dependable General Electric Food Freezer?

NEW, ROOMY G-E Freezers

For any size family—any size home!

When you go to buy a food freezer, keep these considerations in mind:

1. the capacity of the freezer.

General Electric has exactly the size that's ideal for your family.

2. the location of the freezer in your home.

The new G-E Food Freezers are *compact*—yet so roomy! There's one that's just right for your family. Both upright and horizontal types are available.

3. the dependability of the freezer.

Built into each General Electric Freezer is a sealed refrigerating mechanism—the same type that has been used so satisfactorily in *millions* of dependable G-E Refrigerators.

Stop in at your G-E dealer's; see these handsome new General Electric Food Freezers. General Electric Company, Louisville 2, Kentucky.



New G-E 14-cu-ft upright holds 490 lbs.

Takes less than 3 x 3 ft floor area—fits in your kitchen like a refrigerator. Two sliding aluminum shelves . . . big removable Stor-well baskets for added convenience . . . and extra-roomy Stor-well for bulky packages. Space Maker door shelves with frozen juice can dispenser . . . three refrigerated shelves for fast freezing. Trigger-action latch with built-in lock. **Only \$5.36* a week.**



FOOD FREEZERS

**After down payment. See your dealer for details.*



New G-E 11-cu-ft Freezer holds 389 lbs.

A roomy, compact freezer that takes up no more floor space than previous G-E 8-cu-ft models. Three removable wire baskets . . . counter-balanced lid . . . temperature-indicating light. Quiet, efficient, economical. **Only \$4.67* a week.**



New G-E 7-cu-ft Freezer holds 245 lbs.

For homes and apartments with small kitchens—here's lots of storage space. Removable baskets . . . temperature-indicating light . . . counter-balanced lid . . . trigger-action locking latch . . . Fiberglas insulation! **Only \$3.36* a week.**

Dependable! Has same sealed refrigerating system as the G-E Refrigerator!

GENERAL ELECTRIC



CHESTERFIELD makes a pleasant rainy-day reflection in plate-glass restaurant front. It has a belted back to give it the popular lowered waistline, a velveteen collar and

matching visor cap (Sherbrooke, \$35 for both). The coat is made in a rayon and acetate fabric that looks like serge. The shiny black zippered boots are \$5.95 (U.S. Rubber).



SILK PONGEE is season's most extravagant rain fabric. This has a butterfly print but can also be worn reversed with its plain beige side out (Lawrence of London, \$70).



SHOWER SHAWL shows still another use for stoles. In paisley print (\$10.95), it is suitable for light drizzles, comes with a matching umbrella (\$7.95, both by Town).



All-Rubber Base WALL PAINT

THAT YOU CAN APPLY YOURSELF!

Now on sale
at Variety Stores **\$1.39**
Only PER QUART
4.49 GALLON

- Super WASHABILITY—
wipe away stains, dirt!
 - Super EASY APPLICATION—
use brush or roller
 - Super FAST DRYING—
rooms ready to use in minutes!
- One coat covers most surfaces—no laps—no brushmarks—no offensive odor. Choice of 42 beautiful colors. And you save money!

SUPER PLY Quick-Drying



\$1.59 QUART **\$5.69** GALLON

WASHES LIKE CHINA

- Flows on
- Dries fast
- Gay colors
- One coat covers
- For walls
- Woodwork
- Furniture
- All uses

Here's gleaming new beauty for everything you enamel. For interior and exterior use. Withstands hard wear.

SUPER PLY
APPLY IT YOURSELF

A complete new line of
easy-to-apply paints for every need

Super Ply Paint Products are available in many

F. W. Woolworth Co.
W. T. Grant Co.
Neisner Bros.
Sprouse-Reitz Co.
and other variety stores.

A. WILHELM CO.
Reading, Pa.

Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

YOUR FEDDERS DEALER SAYS:

5 Year

**GET AWAY FOREVER
FROM HOT, MUGGY
WEATHER!**



Fedders-Quigan Corporation,
Dept. L, Buffalo 7, N. Y.

- ★ Exclusive Built-In Weather Bureau!
- ★ Gives mountain-cool air!
- ★ Dehumidifies the air to mountain-freshness!
- ★ Filters dust, dirt, soot and pollen!

GIVE YOURSELF A GUARANTEED

Vacation

Start now! \$3 down, \$3 a week — delivers you a Fedders Room Air Conditioner when hot weather hits!

YES, you can have a 5-Year Vacation from hot, muggy weather right in your own home! You can live in healthful mountain-cool air... sleep soundly on broiling summer nights... at a price you can easily afford. How? With a Fedders Room Air Conditioner!

Warranted for 5 years! Backed by 56 years of engineering experience and built to give cool comfort for a lifetime. Only \$3 down, \$3 a week delivers your Fedders unit in time to beat next summer's heat!

It's a low, low price for the health protection Fedders—with its exclusive new Weather Bureau—gives you. High heat and humidity strain the heart, lower strength and wreck sleep. But no matter how hot and humid it is outside, Fedders will keep your living room, bedroom or office as cool and dry as a mountain resort!

After a long, hard day at work...or a shopping trip over hot streets, you step into fresh Fedders-cooled climate! Scorched nerves are soothed. Appetites pick up. It's so *easy* to relax!

Exclusive V-Type Evaporators give cooling power of 15 refrigerators—for less than the cost of one. Fedders removes excess moisture, gives you the healthfully dry climate doctors recommend. Needs no water drainage pipes.

Filters the air you breathe! Fedders catches dust, dirt and soot before it enters your room. Exclusive Twin Filters help give quick relief for hay fever and asthma. Your house will be cleaner, your housework easier. Curtains and slipcovers stay fresh longer. And because Fedders shuts your windows against heat and dirt, you get relief from outdoor noises, too!



Push a button for the exact climate you want with Fedders amazing new Built-In Weather Bureau!

The exact degree of coolness you want... year-round room ventilation and air exhaust...all with a flick of your finger. This is the ultimate in simple, flexible control and you get it only with a Fedders unit. *No muss, no fuss with a Fedders unit!* It sits on your window-sill, is installed quickly without building alterations, pipes or ducts. And it runs for pennies a day!

Start Now! Find the name of your nearest Fedders Room Air Conditioner dealer on the next two pages. Stop in and see him this weekend. See the beautiful 1953 Fedders line...try the amazing Built-In Weather Bureau. Remember, only \$3 gives you membership in Fedders Guaranteed 5-Year Vacation Club. For cool comfort next summer, join today!

FEDDERS

FIND YOUR FEDDERS "5 YEAR VACATION" DEALER ON THE NEXT 2 PAGES ➡



Work cool and crisp on the hottest, muggiest days...with a handsome Fedders Room Air Conditioner in your office window!



Wake refreshed after a sound night's sleep! Choose your beautifully styled Fedders in Breeze Green —(1953's *Smartest Color*) or Rich Ivory.



There's a Fedders Room Air Conditioner—with exclusive Built-In Weather Bureau for every room. See the '53 models today at your Fedders dealer. ♦

Find your 5 Year Vacation Fedders Dealer here!

ALABAMA
Anniston... Anniston Elec. Co.
Birmingham... J. F. Day
Birmingham... Electric Homes
Birmingham... Ferry Radio & Appl.
Birmingham... Perfection Blind
Birmingham... Pizitz Dry Goods
Brewton... Hinje's
Dothan... Danley Furn. Co.
Dothan...

Singletary & Carmichael
Enslay... Jax Seed & Hardware
Enterprise... Danley Furn. Co.
Fairhope...
Fairhope Hard. & Sup.
Florida... Florida Jewelry Co.
Florence... Davidson-Lovelace
Foley... Home Appliance & TV
Geneva... Johnson Furn. Co.
Huntsville... Bentley Bros.
Huntsville... Business Equip.
Jackson... Bedwell Gas & Appl.
Mobile... Nobles & Roberts
Mobile... Roche Home Equip.
Mobile... Van Antwerp's
Mobile... Ware Fix. & Equip.
Mobile... Whiting Appliances
Montgomery... Rush Stallings
Opp... Danley Furn. Co.
Prichard... Glover Fixt. Co.
Prichard... Wilson & Dismukes
Robertsoale... Robertsoale Furn.
Scottsboro... Jeff's Elec. Appl.

ARIZONA
Buckeye... Buckeye Surplus
Chandler... Sutton Appliance
Gilbert... English Electric
Mesa... North & Thill
Phoenix... Brubaker Air Cond.
Phoenix... Cent. Heat. & Cool.
Phoenix... Foodvault
Phoenix... A. J. Freeman
Phoenix... Grand Ave. Radio
Phoenix... Hamilton Distrib.
Phoenix... Chic Myers
Phoenix... O'Malley Lumber
Phoenix... Ratone Electronics
Phoenix... Simmons Appl. Co.
Tucson... American Food Plan
Tucson... El Campo
Tucson... Electric Equip. Co.
Tucson... Joe Lee
Tucson... McKenize
Yuma... Cool-Aire Co.

ARKANSAS
Arkadelphia... Clark County Lbr.
Batesville... C. W. Maxfield
Blytheville... Western Auto Ass.
Brinkley... Weis Butane Gas
Caraway... P. N. Haag
Conway... Cisne Appliance
El Dorado... Arkansas Gen. Ice
El Dorado... Thornton Furn.
Englewood... Morgan Lumber Co.
Hope... Hope Bldrs. Supply
Hot Springs... Grady LeCroy
Hughes... Western Auto Assoc.
Jonesboro... Western Auto Assoc.
Lake Village...
Hogard F. & H. St.
Leachville... Western Auto Ass.
Lepanto... Cordell C. Jones
Little Rock... 555 Tire & Serv.
Little Rock... Moses Mel. Shop
Lonoke... Mattson Motor Co.
Magnolia... Cox Electric Co.
Marianna... Cecil Gray Elec.
Marvell... Marvell Elec.
Monette... Western Auto Assoc.
Morriston... Easy Pay Tire
Nashville... Easy Pay Tire
Newport... 555 Tire & Serv.
N. Little Rock... Dutch O'Neil
Ozark... Matthews Hardware Co.
Paragould... Easy Pay Tire Co.
Paris... 305 Home & Auto St.
Parker... Parkin Furn. Co.
Pine Bluff...
Maynard Tire & Ap.
Pine Bluff... Alex Moseley Co.
Pocahontas... Bowlin Furn. Co.
Portia... Clark Lumber Co.
Rector...
McNeill-Mays Home Sply.
Searcy... The Dale Co.
Stuttgart... 555 Tire & Serv.
Trumann... John R. Shelton
Walnut Ridge... Wilcoxson Sons
W. Helena... W. Helena Furn.
W. Memphis... Clement Tractor
W. Memphis...

CALIFORNIA
Alhambra... L. M. Hamm
Auburn... Auburn Sheet Metal
Bakersfield... The Isotherm Co.
Bakersfield... Rhodes Appliance
Bakersfield... Wilson Sheet Met.
Baldwin Park...
Baldwin Pk. Hdw.
Blythe... Johnson Ap. & Furn.
Burbank... Armstrong Pl. & Ap.
Calexico... Joe Acuna Appliance
Carmichael... Boulevard Appli.
Chico... Don Buckman
Concord...
Modern Plumb & Sh. Mtl.
Delano...
D. Striplin & D. Eberlin
El Centro... Garrett's
Fair Oaks... Fair Oaks Furn.
Fresno... Modern Pl. & Heat.
Fresno... Patton Sheet Metal
Fresno... Josephine Furn. Co.
Gibson... Hall's Annex
Hayward...
A. R. Peterson & Sons

CONNECTICUT
Bloomfield... Bernie's TV-Appl.
Bloomfield... Nutmeg Company
Branford... Shore Line Elec.
Bridgeport... Algine Electric
Bridgeport... Breault Assoc.
Bridgeport... Breiner Furn.
Bridgeport... Bridgeport Appl.
Bristol... Gavrin's Refrig.
Broad Brook... Hall and Muska
Danielson... Phil's Radio & Ref.
E. Hartford... Atlas Oil Co.
E. Hartford... Julian Levin Co.
East Haven... Foxon Appli.
Hartford... Automatic Refrig.
Hartford... Berman's Dept. Store
Hartford... Capitol Surg. Supply
Hartford... Don-Ron Sales
Hartford...
Dubin Heat. & Cool. Co.
Hartford... Horton Company
Hartford... Modern Refrig. Appl.
Hartford... Nat. Home Air Cond.
Hartford... Rex Pump Company
Hartford... The Tucker Company
Jewett City... Modi Electric Co.
Kensington... Pure Ice & Oil Co.
Manchester...
Manchester... Potterton's
Manchester... Scientific Refrig.
Meriden... Rischall Elec. Co.
Middletown... Amatos, Inc.
New Britain... Atlas Sh. Metal
New Britain... Birnbaum Furn.
New Britain...
Twitwell & Miliski
New Haven... Komisar Furn. Co.
New Haven... TV Tower
New London... Kenn Radio
Norwich... Goldberg's Inc.
Old Greenwich... McElvery Elec.
Riverside... Appl. & TV Centre
Rockville... Norman B. Chase
Rockville... W. H. Preuss
So. Norwalk... A. J. Collins
S. Windsor... Glen Brook Freezer
Stafford Sprgs... Stafford Elec.
Stamford... Ed. Czesak Elec.
Stamford... Wallace Elec. Co.
Torrington... Bill The Fan Man
Torrington... Milton's Appl.
W. Hartford... American Refrig.
Williamantic... Jack Roan's
Windsor... Thompson Equip. Co.
Windsor Locks... Logan Bros.
Winsted... E. Manchester & Sons

DELAWARE
Lewes... Coastal Gas Co.
Selbyville... C & E Radio & TV
Del Mar... Dan Culver
Seaford... Carroll F. Beard
Wilmington... Maeson's
Wilmington... W. W. White
DISTRICT OF COLUMBIA
Washington... A & A Appliance

Holtville... Browning Elec. Co.
Imperial...
Imperial Butane & App.
Indio... Cavanaugh's Elec. Serv.
King City... A. D. H. Co.
Kingsburg... G. & R. Electric
Livermore... Kent's Home Furn.
Lodi... Madison's
Los Angeles... Belvedere Store
Los Angeles... Chester McCall
Los Angeles... Henry B. May Co.
Merced...
Carl DeWing Sheet Mtl.
Merced... Service Oil & Butane
Modesto... De Hart Sheet Metal
Modesto... May Air
Modesto... Karl M. Roth Co.
Modesto... Sander's Appl. Ctr.
Morgan Hill... Mast Appliance
Needles... Foxworth-Galbraith
Newark... O'Mara Home Furn.
North Hollywood... Oldfield's
Oakland... E. Bay Sheet Metal
Palo Alto... Bonell Refrig.
Pasadena... Robert Barker Co.
Pasadena... H & H Refrigeration
Patterson... E. L. Fink & Son
Porterville... Boone's Refrig.
Redley... Worrel's Plumbing
Ripon... N & S Home Appliance
Riverside... Klamt Sheet Metal
Sacramento... Horrell & Sons
Sacramento... Hot-n-Kold Shop
Sacramento... Geo. Newhall Apl.
Sacramento...
Al Schoen Air Cond.
Sacramento... Schroeder's Appl.
San Diego... Univ. Heat. & Air Con.
San Fernando... Sterling Elec.
San Francisco...
E. Sugarman Co.
San Jose... Robert Benson
San Marino...
San Rafael... A. L. Nelson
San Rafael... R. Weier Heating
Sonoma... Martinson Elec. Co.
South Gate... Fred Held & Son
S. Pasadena... Morrow & Holman
Stockton... M. Corren & Sons
Studio City... W. L. Curtis
Tracy... Tracy Appliance Store
Turlock... Moore Electric Co.
Ukiah... Pioneer Oil Co.
Visalia... Robbins Music Store
Visalia... Ruddy's
Visalia... Visalia Appliance
Walnut Creek...

FLORIDA
Bartow... Burritt's
Bradenton... Peacock's
Clearwater... Smoyer Elec. Co.
Coral Gables... Hem Olson
Coral Gables... Roland Corp.
Dade City... Joe Hermann
Daytona Beach... Urban May
DeFuniak Springs...
Danley Furn.
Eustis... Butler Elec. Co.
Ft. Lauderdale... Lang Electric
Ft. Lauderdale...
20th Cent. Elec.
Ft. Walton... Danley Furn. Co.
Ft. Walton... Echols Furn. Co.
Gainesville... Shorty Beans Elec.
Green Cove Spgs...
Fullerton Co.
Hollywood... Major Electric
Hollywood... Southern Hotpoint
Jacksonville... Harold Ashley
Jacksonville... Cohen Brothers
Jacksonville... Florida Roofing
Jacksonville... Good House Food.
Jacksonville... Heat & Cold Eq.
Jacksonville... Home Appl. Co.
Jacksonville... Leavitt & Grant
Jacksonville... Marine Radio
Jacksonville... Maxwell-Dowling
Jacksonville... Shashy's Appl.
Jacksonville... Southern Supply
Key West... Home Appl. Co.
Lake City...
Keaton Radio & Record
Lakeland... Cale Elec. Supply
Lake Worth... Doug Phillips
MacClenny... R & R Appliances
Madiera Beach... Precision Elec.
Mariana... Danley Furn. Co.
Miami... Allapattah Firestone
Miami... Appl. Sales & Serv.
Miami... Dade Air Cond. Engrs.
Miami... Davidson & Co., Inc.
Miami... Glade & Grove Supply
Miami... Haigler Radio & Serv.
Miami... Hogan Refrigeration
Miami... House of Wares, Inc.
Miami... Igloo, Inc.
Miami... Raub's Hdw. Serv.
Miami Beach... Jackson Refrig.
Miami Beach... Nu-Age Corp.
N. Miami... Budget Hdw. & Ap.
Orlando... Assoc. Radio & TV
Orlando... Britt's, Inc.
Orlando... Bumbo Hardware Co.
Orlando... Orlando Appl. Co.
Panama City... Danley Furn. Co.
Pensacola... Danley Furn. Co.
Pensacola... Echols Furn. Co.
Pensacola... Refrig. Service Co.
Pensacola... Wilson Pump & Eq.
Pt. St. Joseph... Danley Furn.
Riviera Beach... Fisch Elec.
Sanford... Winn's Radio & TV
Sarasota... Cook & Stem
Sarasota... Carlton Teate
S. Miami... Stang's Appliances
St. Augustine... Appliance Cent.
St. Petersburg... Automatic Heat.
St. Petersburg... Brestles
St. Petersburg... Hall-Maytag
St. Petersburg...
W. Coast Alum. Awn. & TV
Tallahassee... Van Brunt & Son
Tampa... Columbia Music & Ap.
Tampa... Garcia's Instant Serv.
Tampa... Home Appliances, Inc.
Tampa... Lumberville, Inc.
Tampa... Shepherd Electric Co.
Venice... Alpha Music & Appl.
Vero Beach... Leighton Elec.
Warrington... Warrington TV
W. Palm Beach... Coastal Appl.
W. Palm Beach...
Monty's Refrig.
Winter Haven... Andrews Appl.

GEORGIA
Albany... Meeks Electric Co.
Alma... Southeastern Supply
Americus... Allmon & Johnson
Ashburn... Barnes Electric Co.
Athens... White-Weir Air Con.
Atlanta... Campbell Coal Co.
Atlanta... Refrig. Appl. Inc.
Atlanta... Wm. A. Stone Co.
Atlanta... Surgical Selling
Augusta... John F. Brickles Co.
Augusta... L. W. Hamilton Co.
Calhoun... Bruce Plmb. & Heat.
Carrollton... Public Serv. Store
Chickamauga... Crowder Supply
Claxton... Bowen-Rogers Hdw.
Cleveland... Nix Hdw. & Furn.
Columbus... Jordan Supply Co.
Columbus... Superior Fixture
Columbus... United Oil Corp.
Commerce...
Hanley Furn. & Appl.

ILLINOIS
Arlington Hgts... Dreyer Elec.
Berwyn... Central Util. & Furn.
Berwyn... De Padro Elec. Co.
Bloomington... Carl Marcus Co.
Champaign... Bailey & Himes
Champaign... W. Lewis & Co.
Charleston... Furste Auto Sply.
Charleston... R & R Sales & Srv.
Chester... Frazer Auto & Appl.
Chicago... American Appl. Store
Chicago... Auto. Heshold. Appl.
Chicago... Comfort Engineers
Chicago... Samuel Duxler & Co.
Chicago... Grossi Brothers
Chicago...
Guaranteed Elec. Appl.
Chicago... Haas Radio & Appl.
Chicago... A. Levine & Son Hdw.
Chicago... Lurie Bros. Appl.
Chicago... Majcherek Furn.
Chicago... McCarty Bros. Equip.
Chicago...
N. Austin Radio Appl.
Chicago...
Philips Air Cond. Ser.
Chicago... Refrig. Engineer. Co.
Chicago... Regent Radio & TV
Chicago... Root Brothers
Chicago... Wm. T. Shine Sales
Chicago... John M. Smythe Co.
Chicago... Snyder & Sons Appl.
Chicago... Soltis Radio
Chicago... Supreme Heater Co.
Chicago... Tele-Tronics
Chicago... Temson Radio Co.
Chicago... Union Appli. & TV
Chicago...
Universal Heat. & A. C.
Clearing Clearing TV & Appl.
E. St. Louis... Major Appl. Co.
Edwardsville... Suhre's Furn.
Elgin... North End Appliance
Freeport... Kahl Appliance
Galesburg... Lawson Electric Co.
Granite City... Feder & Huber
Granite City... Perdue Furn. Co.
Grayville... Bradshaw Appl. Co.
Greenup... Dale Huffman
Jacksonville... Wolfson Furn.
Joliet... Sanders, Inc.
Kewanee... Pinkies Service Inc.
LaGrange... G. E. Fowle & Co.
Macomb... Nagel Oil & Heat. Co.
Madison... Perdue Furn. Co.
Marshall... Staub & Taylor
Mattoon... Furste Auto Supply
Mattoon... T. V. Jones Appl.
Mattoon... Warner's Ofc. Equip.
Melrose Park... Universal Radio
Moline...
Ray Anderson Radio TV
Mt. Vernon... Consumers Appl.
Naperville... Wehrli Home Appl.
Northbrook... Pringle Elec. Co.
Oak Park... Utility Eng. Co.
Paxton... Maurice J. Weaver
Peoria... Tyrells
Rantoul... Leonard & Stephens
Rockford... H. L. Musgrave
Rockford... C. E. Anderson Elec.

INDIANA
Anderson... Kaufman Hardware
Batesville... Geo. L. Hess
Brazil... Midwest Heat. & Sup.
Columbus...
Columbus Modern App.
Edinburg... Renner's Appliance
Elkhart... K. W. Elec. Sales
Evansville... Jewett Davidson
Evansville... Simpson Appl.
Frankfort... Home Appl. Store
Gary... Maris Roofing Co.
Gary... Town Furn. & Appl.
Greensburg... Feldman & Robbins
Hammond...
Rabin's Appl. & Furn.
Huntingburg... Lee's Appl. Co.
Indianapolis... Wm. H. Block
Indianapolis... Curry Bros.
Indianapolis... Harry's TV
Indianapolis... Stacy TV Serv.
Jasper... Krempf Lumber Co.
Kokomo... Buckner TV Sales
Kokomo... Fleck Garrison
La Porte... T. Foster Martin
Lawrenceburg...
D. J. Darling TV
Newburgh... Geo. Davies & Son
New Castle... Newby-Paul Motor
Princeton...
Tobe Field Tin Shop
Richmond... R. W. Riggs Co.
Shelbyville... Bishop Hdw.
South Bend... Ott Refrig. Co.
South Bend... Refrig. Sply. Co.
Spiceland... Griffin Service
Terre Haute... Brants TV

IOWA
Ames... Wierson Appl. & TV
Boone... Sternquist Sales
Burlington... Stang Eng. Co.
Cedar Falls... Fagan Elec. Co.
Clinton... John D. Van Allen
Davenport... Blair Heating Co.
Davenport... Austin Crabbs, Inc.
Davenport... Wolfinger Service
Denison... Denison Radio & TV
Des Moines...
Allen-Wagner Appl.
Des Moines... Moon Radio & TV
Dubuque... TV & Appl. Market
Ft. Dodge... Radio Center
Ft. Madison...
Ind. Plumb. & Heat.
Iowa City... Ace Heating Co.
Keokuk... Seither & Cherry Co.
Marengo... Harrison's
Muscatine... Roth Service Co.
Ottumwa... M & M Refrigeration
Palmer... Peters Electric
KANSAS
Augusta... Simmons Appl. Mart.
Colby... Caldwell Gas & Elec.
Hays...
Weilert Tire & Farm Sup.
Hoxie... H & K Appliance
Hutchinson... Parrott-Hodnett
Hutchinson... Phillips Furn.
Junction City... McRae & Sons
Junction City... Sjolholm Sales
Kansas City... L. A. Furn. Co.
Kansas City... Strasser Hdw.
Kingsley... Hyway Exchange
Lawrence... Bellingier Electric
Newton... Television Center
Parsons... Pontious Appliances
Phillipsburg... Silver Saddle Mot.
Russell...
Russell Sew. Mach. & TV
Salina...
Floyd Swartz Furn. & Appl.
Sedan... Ackerman Hdw. & Lbr.
Stockton... Eckart Supply
Topeka... Gregg Clemmer
Whitewater... Whitewater Locker
Wichita... Appl. Sales & Serv.
Wichita... Art Dillon & Son
Wichita... Hellums Furn. Co.
Wichita... Gene Henry's
Wichita... Hillside Appl.
Wichita... Home Sup. of Wichita
Wichita... Miller-Hughes
Wichita... Mock & Porter Elec.
Wichita... Northern Appl.
Wichita... Pfaff Sewing Center
Wichita... Stone Furniture Co.
Wichita... Tolan Refrigeration
Wichita... Tucker Furniture
Wichita... Western TV Theatre
Wichita... Western Typewriter
Wichita... White Air Cond. Serv.
Winfield... Guild Electric Co.

KENTUCKY
Albany... Jenkins & Darwin
Ashland... Better Home Appl.
Ashland... Ratliff Furniture
Auburn... Aull & Co.
Bardwell... Hightower Heat. Co.
Benton... Western Auto Assoc.
Cadiz... Nunn & Stagner
Clinton... C & S Television
Corbin... Sanders Service, Inc.
Covington... Gates Home Appl.
Covington... Geis Appliances

KENTUCKY
Covington... Pass Seed Co.
Covington...
Cowan & Cowan Elec.
Dalton... Dal on Furn. Co.
Dalton... Dalton Public Serv.
Dillard... Dillard Build. Sply.
Douglas... Douglas Elec. Appl.
Dublin... Dublin Appl. Co.
Gainesville... White Music Co.
Glenville... Kemp-Waters Furn.
Griffin... Butler's
Griffin... Griffin Hardware
Jackson... B & W Electric Co.
Jefferson... Hardy Electric
Lafayette... Shattucks, Inc.
Lawrenceville...
Story Auto Sply.
Lyons... W. A. McNatt & Sons
Macon... Ability Co.
Macon... Avery-Johnson Hdw.
Marietta... Cobb Appliance
Martinez... Ralph H. Dozier Co.
Metter... Bowen Motor Co.
Milledgeville... Nelson Appli.
Monroe... Peter & Foster
Monticello... Monticello Elec.
Moultrie...
Bryum Implement Co.
Moultrie... Easy Pay Tire Co.
Newnan... Attaway Electric Co.
Rossville... Puckett Mfg. Co.
Rossville... Rosville Furn.
Sandersville... Appliances Serv.
Sandersville... Irwin and Co.
Savannah... N. Coleman & Sons
Savannah... Leopold Adler Co.
Savannah... Quante Plb. & Heat
Savannah...
Savannah Elec. & Power
Savannah... Savannah Maytag
Savannah... S. Eastern Air Cond.
Sea Island... J. L. McDonald
Soperton... Farmers Furn. Co.
Sparta... Curry Plumbing Co.
Statesboro... Walter Aldred Co.
Summerville...
Chattanooga Appl.
Swainsboro... Radio & Appl. Co.
Thomson...
Dozier Plumb. & Heat.
Toccoa... Economy Auto Store
Valdosta... Acme Plmb. & Heat.
Washington... Poss Hardware
West Point... Heard-Williams
Winder... Doster Appliance Co.

LOUISIANA
Abbeville... Dixie Autolec
Alexandria...
Clark Dunbar & Dunn
Amite... Dixie Autolec
Baker... Links Appliances
Baldwin... Dixie Autolec
Baton Rouge... Breeden Tractor
Baton Rouge... Kirby & Bowers
Baton Rouge... Kornmeyer's Furn.
Baton Rouge... A. C. Pierce Co.
Baton Rouge... R. & O. Elec.
Belcher... Gleason Mercantile
Bogalusa... Dixie Autolec
Bogalusa... Marx Sons
Clinton... Doughty's Home Appl.
Coushatta... L. P. Stephens
Crawley... Leleux and Simon
Cut Off... John L. Guidry Store
Denham Springs...
Livingston Butane Gas Corp.
De Ridder... Roberts Appliance
Donaldsonville... M. Marcello
Erath... Dixie Autolec
Farmville... R. W. Everett
Franklin...
Town & Country Hard.
Hammond... Bob Farris
Houma... Dixie Autolec
Houma... Houma Elec. Appl.
Innis... Lowry's
Jeanerette... Jeanerette Hard.
Jennings... Dixie Autolec
Kinder... Keyes Esso Station
Labadieville... Prince Esso Serv.
Lafayette... Lafayette Lumber
Lafayette... J. A. Leblanc
Lafayette... Marine Elec. Co.
Lake Charles...
City Sales & Serv.
Lake Charles... La. Western Lbr.
Laplace... Laplace Specialty
Leesville... Builders Supply
Leesville... Service Equipment
Lutcher...
Community Radio Serv.
Many... Massengill Tire & Appl.
Marrero... Morice Furniture
Monroe... Beasley Equipment
Monroe City... B & S Lbr. Co.
Napoleonville... B & L Appl.
Natchitoches...
Younger Farm Sup.
New Iberia... New Iberia Tractor
New Orleans...
Bango-Salzer Furn.
New Orleans... Barto Appl.
New Orleans... Corsons Auto El.
New Orleans... Duvio Plumbing
New Orleans... Gulf Furniture
New Orleans... Morris Kirschman
New Orleans... Levin Furniture
New Roads... Lindsley's Radio
Opelousas... Abdalla's Furniture
Port Allen... R. P. Cazes Elec.
Port Sulphur... Community Cash
Raceland... Raceland Lbr. Co.
Ruston... Lawson Furn. Co.
Shreveport... C & C Electric
Shreveport... Haverly Furniture
Shreveport... Giglio Plumbing
Thibodaux... Gaubert Super Serv.
Ville Platte... K. P. Fontenot
West Monroe... Westfall Trailer

MASSACHUSETTS
Arlington... Gamells Oil Co., Inc.
Attleboro... Standard Air Cond.
Boston... Burton & Furber Coal
Boston... Hammond Stationery
Boston... Andrew J. Peters
Boston... J. W. Souter Co.
Brocton... Jos. Stadelmann Elec.
Brookline... First Nat. Appl.
Danvers... Paul H. Moore
Fall River... Lion's
Fall River... Mason Furniture
Fitchburg... TV & Appl. Cor.
Framingham...
Framingham Coal Co.
Framingham... Kitchen Planning
Gloucester... A. L. Morton
Haverhill... Bussfield Oil Co.
Haverhill... Gobbi & Reynolds
Holyoke... Surgical Supply Co.
Hudson... Wheeler Radio & TV
Ipswich... Ipswich Elec. Shop
Lakeville... John Mitchell Co.
Lawrence... Fay & Driscoll
Lexington...
Peters Music & Appl.
Lowell...
Lakeview Ave. Sup. & Furn.
Lowell... Reliable Refrig. Co.
Lynn... Convert's TV & Appl.
Malden... Coggan & Sherman
Mansfield... Sarkis Radio & TV
Marlboro... Hanson Refrig.
Maynard... Fred's Radio & TV
Medford... Johnson & McDermott
Medway... Burnett's Ice Serv.
Milford... Rubinstein Elec. Co.
New Bedford... Bay State Radio
New Bedford... Better Homes
New Bedford... Mason Furniture
Newburyport... G. W. C. Refrig.
Northboro... Ralph Falardeau
Northwood... Sam's Auto Stores
Plymouth... Clifford A. Bricknell
Quincy...
Austin Radio & TV Co.
Salem... Silver's Supply Co.
Taunton... Silvilia Elec. Co.
Taunton... Modern Equip. Co.
Waltham... Flynn's TV & Appl.
Webster... Webster Radio Shop
West Newton... Lee Loumos, Inc.
Weston... Wexley Radio
Weymouth... Savery & Parker
Woburn... The Ryan Company
Worcester... Atchue Brothers
Worcester... Benoit TV & Appl.
Worcester... Dorek Refrig. Co.
Worcester... E. Climate Control
Worcester... Star Electric Co.

MICHIGAN
Algonac... Gilbert Furniture
Ann Arbor...
Culligan Soft Water
Ann Arbor... Refrigeration Serv.
Bellefonte... Huron Appliance
Berkley... Milks Appliances
Birmingham... Milks Appliances
Centerline... Geo. Rinke Appl.
Detroit... Bruno's Appl. Center
Detroit... Master Heat. & Cool.
Detroit... Frank C. Teal Co.
Detroit... Wolverine Elect. Spec.
Detroit... Wright Radio & TV
Flint... B & B TV and Appl.
Flat Rock... LeRoy's Appl.
Hazel Park... L. A. Wagner Co.
Highland Park...
Eric Fromm Hardware
Jackson... Brown's Refrig.
Kalamazoo... Stafford-Smith
Lansing... Barker-Fowler Elec.
Leslie... Andres Company
Lincoln Pk... Burns Appl. Shop
Manchest... L. V. Kirk Appl.
Milan... K'ak Appliance
Northville... Northville Refrig.
Onsted... Ostrander Refrig.
Pontiac... Frayer Refrigeration
Port Huron... Shoffner's
Plymouth... D. Galin & Son
Royal Oak... Coombs TV & Appl.
Wayne...
Ron Johnson Refrig. Serv.
MINNESOTA
Austin... Holan T. V.
Minneapolis... Joseph E. Dahl
Minneapolis...
Farnham Stationery
Minneapolis... Flo-Gold Appl.
Minneapolis... Karter Refrig.

MISSISSIPPI
Amory... A. R. Maurioco
Batesville... Consumers Gas Co.
Bay Springs... Alexander Hdw.
Belzoni... Easy Pay Store
Booneville... Bonds & Newborn
Brookhaven... Samuels Furn. Co.
Bude... W. H. Tyson & Son
Canton... Mosby Drug Store
Clarksdale...
Hyde Bros. Lumb. Co.
Cleveland... Leon Thompson Ref.
Collins... McRaney and Co.
Columbia... Sims Hardware
Columbus... J. C. Mauldin, Inc.
Coralh... Dayton Potts Appl.
Crystal Springs...
Mississippi Lumber
Greenville... Delta Radio Co.
Greenwood... West. Auto Assoc.
Forest... Cert. Radio & Refrig.
Hattiesburg... Ralph Hemby
Hattiesburg...
Hub City Off. Sup.
Hattiesburg... Pioneer Furn. Co.
Houston... K & H Sales Co.
Indianola... Indiana Lbr. Co.
Jackson... Batte Furn. Co.
Jackson...
Capitol Beauty & Barb.
Jackson... 555 Tire & Serv. Co.
Jackson... Office Supply Co.
Jackson... Patterson's Pharmacy
Jackson... Sleight's Off. Sup.
Jackson... Yeagley's Appliances
Laurel... Hamilton Fix. Co.
Lexington... Thurmond's Hdw.
Lexington... S. W. Turner Hdw.
McCall... W. H. Tyson & Son
McComb... J. R. Hale
Macon... Macon Build. & Sup.
Magee... Western Auto Store
Marks... Consumers Gas Co.
Meadvile... W. H. Tyson & Son
Meridian... Chalmers Auto Sup.
Morton... A. W. Marler
Natchez... Huber Lumber & Sup.
New Albany...
Richey-Spence Elec. Co.
Newton...
W. L. McMullon & Sons
Noxapater... Noxapater Hardware
Noxapater... Mississippi Butane
Pass Christian...
Ma'hes and Cooper Inc.
Philadelphia...
Turner Hard. & Furn.
Poplarville... Dixie Autolec
Port Gibson... McFatter Drugs
Prentiss... Garraway Stores
Quentin... W. H. Tyson & Son
Rosedale... A. McInnis
Roxie... W. H. Tyson & Son
Rulerule... Adcock & Marlowe
Sardis... Western Auto Assoc.
Starkville...
Van Landingham Lumb.
Tallulah... Busy Electric Co.
Tunica... Costello Farm & Sup.
Tupelo... Bill's TV Sales & Serv.
Tylertown... Western Auto Store
Vicksburg...
Thaxton Refrig. Serv.
Waynesboro... Waynesboro Hdw.
West Point...
Puckett & McHoney
Yazoo City... Mullins Refr. Serv.

MISSOURI
Columbia... Semmons Furn. Co.
Crystal City... Tri-City Elec.
Elvins... Boyers Serv. Co.
Garthursville...
Home Oil & Gas
Gobler... Gobler Mercantile Co.
Hayti... Western Auto Assoc.
Herculaneum...
DeClue Radio & TV
Jennings... Fleck's Appliance
Kansas City... Albert Bell Appl.
Kansas City... Jack Borings App.
Kansas City... Duff & Repp
Kansas City... Robert Keith
Kansas City... Macy of Kan. City
New Madrid... Shainberg's Store
Poplar Bluff...
Anderson's Home Furn.
Portageville... Portville Heat.
Sikeston... Nat. Gas & Furn.
Springfield...
Maytag Sales & Serv.
St. Joseph... Alberts
St. Louis... Biederman Furn.
St. Louis... Bob's Cabinet Shop
St. Louis... Hub Furniture Co.
St. Louis... Kittrell Appliance
St. Louis... Nachman Appl. Co.
St. Louis...
Scruggs-Vandervoort-Barney
St. Louis... Tony Stuever Appl.
St. Louis... Susman's
St. Louis... Tipton Electric Co.
NEW HAMPSHIRE
Portsmouth... Ron-Bet Co.
NEW JERSEY
Atlantic City... Charney's
Asbury Park... Jersey Tire Co.
Asbury Park... Valco Inc.
Bayonne... Bayonne Plmb. Sup.

NEW YORK
Albany... Meeks Electric Co.
Alma... Southeastern Supply
Americus... Allmon & Johnson
Ashburn... Barnes Electric Co.
Athens... White-Weir Air Con.
Atlanta... Campbell Coal Co.
Atlanta... Refrig. Appl. Inc.
Atlanta... Wm. A. Stone Co.
Atlanta... Surgical Selling
Augusta... John F. Brickles Co.
Augusta... L. W. Hamilton Co.
Calhoun... Bruce Plmb. & Heat.
Carrollton... Public Serv. Store
Chickamauga... Crowder Supply
Claxton... Bowen-Rogers Hdw.
Cleveland... Nix Hdw. & Furn.
Columbus... Jordan Supply Co.
Columbus... Superior Fixture
Columbus... United Oil Corp.
Commerce...
Hanley Furn. & Appl.

NEW YORK
Covington... Pass Seed Co.
Covington...
Cowan & Cowan Elec.
Dalton... Dal on Furn. Co.
Dalton... Dalton Public Serv.
Dillard... Dillard Build. Sply.
Douglas... Douglas Elec. Appl.
Dublin... Dublin Appl. Co.
Gainesville... White Music Co.
Glenville... Kemp-Waters Furn.
Griffin... Butler's
Griffin... Griffin Hardware
Jackson... B & W Electric Co.
Jefferson... Hardy Electric
Lafayette... Shattucks, Inc.
Lawrenceville...
Story Auto Sply.
Lyons... W. A. McNatt & Sons
Macon... Ability Co.
Macon... Avery-Johnson Hdw.
Marietta... Cobb Appliance
Martinez... Ralph H. Dozier Co.
Metter... Bowen Motor Co.
Milledgeville... Nelson Appli.
Monroe... Peter & Foster
Monticello... Monticello Elec.
Moultrie...
Bryum Implement Co.
Moultrie... Easy Pay Tire Co.
Newnan... Attaway Electric Co.
Rossville... Puckett Mfg. Co.
Rossville... Rosville Furn.
Sandersville... Appliances Serv.
Sandersville... Irwin and Co.
Savannah... N. Coleman & Sons
Savannah... Leopold Adler Co.
Savannah... Quante Plb. & Heat
Savannah...
Savannah Elec. & Power
Savannah... Savannah Maytag
Savannah... S. Eastern Air Cond.
Sea Island... J. L. McDonald
Soperton... Farmers Furn. Co.
Sparta... Curry Plumbing Co.
Statesboro... Walter Aldred Co.
Summerville...
Chattanooga Appl.
Swainsboro... Radio & Appl. Co.
Thomson...
Dozier Plumb. & Heat.
Toccoa... Economy Auto Store
Valdosta... Acme Plmb. & Heat.
Washington... Poss Hardware
West Point... Heard-Williams
Winder... Doster Appliance Co.

LOUISIANA
Abbeville... Dixie Autolec
Alexandria...
Clark Dunbar & Dunn
Amite... Dixie Autolec
Baker... Links Appliances
Baldwin... Dixie Autolec
Baton Rouge... Breeden Tractor
Baton Rouge... Kirby & Bowers
Baton Rouge... Kornmeyer's Furn.
Baton Rouge... A. C. Pierce Co.
Baton Rouge... R. & O. Elec.
Belcher... Gleason Mercantile
Bogalusa... Dixie Autolec
Bogalusa... Marx Sons
Clinton... Doughty's Home Appl.
Coushatta... L. P. Stephens
Crawley... Leleux and Simon
Cut Off... John L. Guidry Store
Denham Springs...
Livingston Butane Gas Corp.
De Ridder... Roberts Appliance
Donaldsonville... M. Marcello
Erath... Dixie Autolec
Farmville... R. W. Everett
Franklin...
Town & Country Hard.
Hammond... Bob Farris
Houma... Dixie Autolec
Houma... Houma Elec. Appl.
Innis... Lowry's
Jeanerette... Jeanerette Hard.
Jennings... Dixie Autolec
Kinder... Keyes Esso Station
Labadieville... Prince Esso Serv.
Lafayette... Lafayette Lumber
Lafayette... J. A. Leblanc
Lafayette... Marine Elec. Co.
Lake Charles...
City Sales & Serv.
Lake Charles... La. Western Lbr.
Laplace... Laplace Specialty
Leesville... Builders Supply
Leesville... Service Equipment
Lutcher...
Community Radio Serv.
Many... Massengill Tire & Appl.
Marrero... Morice Furniture
Monroe... Beasley Equipment
Monroe City... B & S Lbr. Co.
Napoleonville... B & L Appl.
Natchitoches...
Younger Farm Sup.
New Iberia... New Iberia Tractor
New Orleans...
Bango-Salzer Furn.
New Orleans... Barto Appl.
New Orleans... Corsons Auto El.
New Orleans... Duvio Plumbing
New Orleans... Gulf Furniture
New Orleans... Morris Kirschman
New Orleans... Levin Furniture
New Roads... Lindsley's Radio
Opelousas... Abdalla's Furniture
Port Allen... R. P. Cazes Elec.
Port Sulphur... Community Cash
Raceland... Raceland Lbr. Co.
Ruston... Lawson Furn. Co.
Shreveport... C & C Electric
Shreveport... Haverly Furniture
Shreveport... Giglio Plumbing
Thibodaux... Gaubert Super Serv.
Ville Platte... K. P. Fontenot
West Monroe... Westfall Trailer

MASSACHUSETTS
Arlington... Gamells Oil Co., Inc.
Attleboro... Standard Air Cond.
Boston... Burton & Furber Coal
Boston... Hammond Stationery
Boston... Andrew J. Peters
Boston... J. W. Souter Co.
Brocton... Jos. Stadelmann Elec.
Brookline... First Nat. Appl.
Danvers... Paul H. Moore
Fall River... Lion's
Fall River... Mason Furniture
Fitchburg... TV & Appl. Cor.
Framingham...
Framingham Coal Co.
Framingham... Kitchen Planning
Gloucester... A. L. Morton
Haverhill... Bussfield Oil Co.
Haverhill... Gobbi & Reynolds
Holyoke... Surgical Supply Co.
Hudson... Wheeler Radio & TV
Ipswich... Ipswich Elec. Shop
Lakeville... John Mitchell Co.
Lawrence... Fay & Driscoll
Lexington...
Peters Music & Appl.
Lowell...
Lakeview Ave. Sup. & Furn.
Lowell... Reliable Refrig. Co.
Lynn... Convert's TV & Appl.
Malden... Coggan & Sherman
Mansfield... Sarkis Radio & TV
Marlboro... Hanson Refrig.
Maynard... Fred's Radio & TV
Medford... Johnson & McDermott
Medway... Burnett's Ice Serv.
Milford... Rubinstein Elec. Co.
New Bedford... Bay State Radio
New Bedford... Better Homes
New Bedford... Mason Furniture
Newburyport... G. W. C. Refrig.
Northboro... Ralph Falardeau
Northwood... Sam's Auto Stores
Plymouth... Clifford A. Bricknell
Quincy...
Austin Radio & TV Co.
Salem... Silver's Supply Co.
Taunton... Silvilia Elec. Co.
Taunton... Modern Equip. Co.
Waltham... Flynn's TV & Appl.
Webster... Webster Radio Shop
West Newton... Lee Loumos, Inc.
Weston... Wexley Radio
Weymouth... Savery & Parker
Woburn... The Ryan Company
Worcester... Atchue Brothers
Worcester... Benoit TV & Appl.
Worcester... Dorek Refrig. Co.
Worcester... E. Climate Control
Worcester... Star Electric Co.

MICHIGAN
Algonac... Gilbert Furniture
Ann Arbor...
Culligan Soft Water
Ann Arbor... Refrigeration Serv.
Bellefonte... Huron Appliance
Berkley... Milks Appliances
Birmingham... Milks Appliances
Centerline... Geo. Rinke Appl.
Detroit... Bruno's Appl. Center
Detroit... Master Heat. & Cool.
Detroit... Frank C. Teal Co.
Detroit... Wolverine Elect. Spec.
Detroit... Wright Radio & TV
Flint... B & B TV and Appl.
Flat Rock... LeRoy's Appl.
Hazel Park... L. A. Wagner Co.
Highland Park...
Eric Fromm Hardware
Jackson... Brown's Refrig.
Kalamazoo... Stafford-Smith
Lansing... Barker-Fowler Elec.
Leslie... Andres Company
Lincoln Pk... Burns Appl. Shop
Manchest... L. V. Kirk Appl.
Milan... K'ak Appliance
Northville... Northville Refrig.
Onsted... Ostrander Refrig.
Pontiac... Frayer Refrigeration
Port Huron... Shoffner's
Plymouth... D. Galin & Son
Royal Oak... Coombs TV & Appl.
Wayne...
Ron Johnson Refrig. Serv.
MINNESOTA
Austin... Holan T. V.
Minneapolis... Joseph E. Dahl
Minneapolis...
Farnham Stationery
Minneapolis... Flo-Gold Appl.
Minneapolis... Karter Refrig.

MISSISSIPPI
Amory... A. R. Maurioco
Batesville... Consumers Gas Co.
Bay Springs... Alexander Hdw.
Belzoni... Easy Pay Store
Booneville... Bonds & Newborn
Brookhaven... Samuels Furn. Co.
Bude... W. H

See preceding 2 pages for BIG "VACATION" announcement!

Camden... Borstein Elec.
Camden... Leitch Sales & Serv.
Bayonne... Wolfson's App. Store
Camden... Leo's
Closter... Interstate Gas Co.
E. Orange... Brick Church Appl.
Eatontown... Eatontown Radio
Englewood... William J. Flynn
Hackensack... Hasbrouck Elec. & Gas Appl.
Hillside... Tobia's Appliances
Hoboken... Bruno's
Irvington... Wallraff's
Jersey City... Filippone Refrig.
Jersey City... Fortune Refrig.
Jersey City... Goodman's, Inc.
Jersey City... Mazer Mart
Jersey City... The Sack's Boys
Long Branch...

A. Reisman Radio
Metuchen... Jos. Fischer, Inc.
Millburn... Radio Sales Corp.
Newark... Ben Mar
Newark... Daidone All Electric
Newark... Homes Beautiful
Newark... Kay's Jewelry Store
Newark... L. Verrick Co.
Oaklyn... A. P. Davis
Oradell... A. G. Hanson Sup. Co.
Orange... C. C. Brasher & Son
Palmyra... Earl B. Harder
Paramus... Amer. Homecraft Co.
Passaic... Jayce Elec. Sup. Co.
Passaic... Lomrick Appl. Corp.
Passaic... Phelan Radio Serv.
Paterson... Brown's Elec. Appl.
Paterson... Gen. Office Equip.
Paterson... Watson-Flagg Sales
Pennsville... Al's Electric Appl.
Perth Amboy... Jersey Tire Co.
Plainfield... Jersey Tire Co.
Plainfield...

Ted's Music & Appl.
Rancocas... Colin F. Tait
Red Bank... Better Hsekp. Shop
Teaneck... Ernest Haupt
Trenton... Binders Dept. Store
Trenton... Trenton Lighting
Union... Hunter & Co., Inc.
Union... National Appliance
Union City... Spartan Sew. Ctrs.
W. New York... Stoeber & Glass

NEW YORK
Albany... Central Appliance
Albany... Economy Appliance
Albany... Henry W. Martin
Amsterdam... Cal's Elec. Appl.
Angelica... Robert's Furniture
Batavia... Genesee Fuel Co.
Binghamton... Frieje Electric
Binghamton... Georgia-Hanks
Binghamton...

King's Radio & Appl.
Brooklyn... A & B Air Cond.
Brooklyn... Arrow Utilities
Brooklyn... Artic Air Co.
Brooklyn... B & G Utilities
Brooklyn... Bressner Radio
Brooklyn... Embassy Air Cond.
Brooklyn... M & M Air Cond.
Brooklyn... Wm. Marcus & Son
Brooklyn... Mayfair Air Cond.
Brooklyn... Morton Fuel Oil
Brooklyn... North Pole Air Cond.
Brooklyn... Pam Oil Co., Inc.
Brooklyn... Standard-Yne Burner
Brooklyn... Stancor Air Cond.
Brooklyn... Unity Surgical Sup.
Brooklyn... Whale Oil Co.
Buffalo... Bieda Brothers
Buffalo... Coop Home Store
Buffalo... Ellicott Elec. Equip.
Buffalo...

Family Wash. Mach. Rep.
Buffalo... Fargo Electric Co.
Buffalo... Harrison Elec. Serv.
Buffalo... Molins Service
Buffalo... Park Appliance
Buffalo... Rosenberg Elec.
Buffalo... Seneca Electric Co.
Buffalo... R. A. Stransky Hdw.
Buffalo... Swados Furniture
Buffalo... Woeppel's Hardware
Caledonia...

Chesterton Rad. & TV
Cohoes... Bought Appliances
Endicott... Newing Equip. Corp.
Flushing... Bernack Refrig.
Flushing... Elegant Mfg. Co.
Flushing... Phoenix Util. Corp.
Forest Hills... Forest Hills Music Shop
Franklin Sq... Magnalium Sales
Freeport... Allyn Oil Co., Inc.
Freeport... Freeport Pl. & Heat.
Honeoye Falls... Moore Radio & TV
Ithaca... Norton Electric Co.
Jackson Hgts... Albus Cond. Engrs.
Jackson Hgts...

Larry's Rad. & Appl.
Johnstown... Twin City TV
Lackawanna... Lackawanna Fixit
Laurelton... Hawthorne Supply
Lima... Empire Television
Medina... Dutcher Electric
Millerton... Millerton Electric
Newburgh... DeLong Radio
Newburgh...

Burgers Furn. Stores
New Rochelle... Season-All Window
New York... Billen Eng. & Sales
New York... Colony Lug. & App.
New York... Comfort Household Sales
New York... David Coyne & Co.
New York... Eveready Sup. Co.
New York... Heimler Elec. Ser.

Kooltemp
New York... Metro Air Cond.
New York... A. Rosenblum
New York... Salzman Elec.
New York... Wm. A. Schwarz & Son
New York... Shearn's
New York... Sta-Kool, Inc.
New York... Stanley Ruth Co.
New York... John Wanamaker
New York... Samuel Weiss Appl.
New York... York Electric Co.
N. Tonawanda... Long's Electric
Oceanside... A. W. Jones Awning
Oneonta... L. J. Silvernail & Son
Perry... Ferris Radio & TV
Poughkeepsie... Booth's Rad. & TV
Poughkeepsie...

Shaker, Travis & Quinn
Port Washington... Port Fuel Co.
Port Jervis... Kern & Dunn
Rego Park... Sunset Appl. Stores Inc.
Rhinebeck... McCarney Bros.
Rochester... Bill's Washer Serv.
Rochester... Catlin & Haag
Rochester... Charlotte Appl. Co.
Rochester... Empire State Res. Heat.
Rochester... Fitch Furn. Co.
Rochester... Guggenheim Co.
Rochester... Hoffman Music Shop
Rochester... Howe & Bassett Co.
Rochester... Al G. Jung Elec.
Rochester... Kujawa Radio
Rochester... Martens Heating
Rochester... Monroe Appliance
Rochester... Rochester Stat. Co.
Rochester... Rodenhouse Appl.
Rochester... Werner Schwartz
Rochester...

Sherelis Furn. & Appl.
Rochester... Sibley, Lindsay, Curr
Rochester... Volk Appliance
Schenectady... C. F. Audette
Schenectady... Baker's Radio & TV
Schenectady... Breyer Refrig.
Schenectady... Walters Refrig.
Syracuse... Economy Disc. Mkt.
Syracuse... Erie TV & Appl. Co.
Syracuse... Supreme Heat. & Con.
Troy... Samuel J. Cox
Troy... Ralph G. Feathers
Troy... A. J. Ramroth
Troy... Tri-City Appl. Outlet
Utica... Governed Air, Inc.
Wappinger Falls... Shaker, Travis & Quinn, Inc.
West Coxsackie... Rosa Radio & TV
Westbury... Westbury Appl. Co. Inc.
Westhampton Beach... Barringer's
White Plains... Westchester Ap.
Woodside... Stevens Radio Lab.
Yonkers... Best Made

NORTH CAROLINA
Burlington... Jeff-Ray Appl. Co.
Charlotte... Charlotte Metal
Charlotte... Weather Strip Co.
Charlotte... Good Hsekp. Shop
Charlotte... J. B. Ivey Co.
Charlotte... Whisnant Furn. Co.
Cherryville... Hager Brothers
China Grove... Danlee Elec. Co.
Dorchester... Law's Service Shop
Durham... J. C. Bissette Co.
Fairmont... Ed F. Hodges
Fayetteville... Blanton-Brown
Greensboro... Berry Coal Co.
Greenville... Electric Suppliers
Hickory... Holbrook Refrig. Co.
Jacksonville... Southern Supply
Kannapolis... Davis Furniture
Kannapolis... Whitehill Electric
Kinston... Oettinger Brothers
Kinston... Skinner's Firestone
Lexington... Morgan Appliance
Lumberton... Court Sq. Hardw.
New Bern... Dixie Htg. & Air C.
(Div. Stallings Bros.)
N. Wilkesboro... Dick's Gas & Appl.
Pinehurst... Gouger & Veno
Raleigh... Crenshaw-Nelson Co.
Raleigh... Hart Elec. & Heat. Serv.
Rocky Mount... Pemberton's
Salisbury... Haden's Tire Serv.
Tryon... Andrews Furn. Co.
Weldon... Weldon Auto & Appl.
Wilmington... Thrif-T-Stores

OHIO
Akron... The Electric House
Akron... General Hardware
Akron... Home Heating Service
Alliance... Grove Refrigeration
Barberton... J. W. Blind & Sons
Chillicothe... Fred's Auto Sup.
Cincinnati... Geiler Plmb. & Ht.
Cincinnati... Haller TV & Air C.
Cincinnati... Hyde Park Radio
Cincinnati... Lee-Phillips Furn.
Cincinnati... Charles F. Lenhart
Cincinnati... Mirus Television
Cincinnati... Std. Furn. & App.
Cincinnati... Suburban Hardw.
Cincinnati... Tierney Appliances
Cincinnati... West. Cab. & Millwork
Cincinnati... Motor Specialists
Cincinnati... Warren-Thomas
Cleveland... Alco Refrigeration
Cleveland... Alitz Plumbing

Avery Products
Cleveland... Broffside Furniture
Cleveland... Central Appliance
Cleveland... Cleveland Air Cond.
Cleveland... Domestic Sheet Metal Co.
Cleveland... Heights Air Cond.
Cleveland... J M J TV Center
Cleveland... LaSalles, Inc.
Cleveland... Reliable Furnace
Cleveland... Sales Mart, Inc.
Cleveland... Sheldon's
Cleveland... Sterling Lindner Davis
Cleveland... Suburban Appliance
Cleveland... J. Taus & Assoc.
Cleveland... TV Laboratories
Cleveland... Victor-Bodie
Cleveland...

West End Appl. & Serv.
Columbus... Bennington Sales
Columbus... F. J. Heer Printing
Columbus... Kahn's Jewelers
Dayton... Dayton TV Mart
Hamilton... Duvall Elec. Co.
Hamilton... Lindenwald Radio & TV
Libson... Donnelly Rad. & TV
Maple Hts... Accurate Tin Roof & Furn.
Marietta... Gerber Ht. & Air C.
Mason... Whitenacks Appliance
Middletown... Radio Lab
Mt. Vernon... Bartlett Appl.
Newark... J. J. Carroll
Piqua... Buck's Electrical Appl.
Sandusky... Cleveland Gas Heat.
Sandusky... DeFranco Company
Sandusky... Hassinger Appliance
Steubenville... Home of Appl.
Steubenville... Jack Dixon
Wapakoneta... Koneta TV & Appl.
Wellington... Bakers Hardware
Wilmingon... The Farquar Furn. Co.
Youngstown... Carlson Electric
Youngstown... RC Wood Assoc.
Zanesville... Pioneer Electric

OKLAHOMA
Altus... Hinkle Appl. Co.
Bartlesville... Bartlesville, Elec.
Bartlesville... H. E. Pope Refr.
Blackwell... Fessenden Electric
Bristow... Ford's Hardware
Chickasha... Gilkey Hardware
Frederick... Hullender Mus. & Appl.
Geary... Bob's Radio & TV
Grandfield... Tisdale Electric
Marietta... LeRoy Northcutt Ap.
McAlester... Cliff Bryan Appl.
Okla. City... Halliburton's of Ok.
Ponca City... Hyatt Refr. Serv.
Skiatook... Simmons Sales
Tulsa... Andy Anderson Sup. Co.
Tulsa... Arctic Air Cond. & Li.
Tulsa... W. B. Cox Refrig.
Tulsa... Chet Droze Appliance
Tulsa... Faulkner Furniture Co.
Tulsa... Hanna Furniture Co.
Tulsa... Mason Electric Co.
Tulsa... Vandever's
Tulsa... Veale Electric Co.
Tulsa... Vincent Radiator Co.
Wewoka... Moon's Elec. Appl.

PENNSYLVANIA
Allentown... Al-Ro Sales & Ser.
Allentown... Am. Stamp & Stat.
Allentown... Holben Electric
Allentown... Marton Sales & Sv.
Allentown... Kleckner & Sons
Allentown... Rittersville Elec.
Allentown... Schoen Furniture
Allentown... Snyder Appliance
Ardmore... C. H. Davis, Inc.
Ardmore... Suburban Square
Ashley... Ashley Radio
Bainbridge... Wilbert E. Mohr
Bangor... Anthony Finelli
Beaver Falls... Tri-County Kool
Vent Aluminum Awning Co.
Berwick... LaTorre Electric Co.
Bethlehem... Hartley's
Bethlehem... Hill St. Garage
Bethlehem... John D. Phillip
Bethlehem... Sawyer Equip. Co.
Bloomsburg... Kirkendall Elec.
Boyetown... Russell Grim
Bridgeville... Miller Wallpaper
Bristol... Thomas Profy & Sons
Brookway... Verne Appliance
Bryn Mawr... Bryn Mawr Elec.
Bryn Mawr... W. G. Cuff & Co.
Burnham... Burnham Electric
Butler... V. J. Laughlin Elec.
Carbondale... Lewis Radio & TV

Carlisle... Carlisle Appliance
Cetronia... Joseph I. Haines
Chambersburg... Anthony & Barnes
Charlertoi... Gullingham Amoco
Chester... Wm. Kellman
Columbia... Snyder's Home & Auto
Coraopolis... Fabec Brothers
Danville... Otto's Auto Supply
Dillsburg... Knaub & Clemens
Downingtown... Romig Electronic
Easton... Orr's Dept. Store
Easton... Sabatine Radio & El.
E. Stroudsburg... R. K. Lesoine
Elizabethtown... Paul Shiffer
Elizabethville... Wertz & Shadle
Ellwood City... Miller Radio Sh.
Ephrata... Alvin F. Martzall
Erie... Gott Electronics
Etna... Etna Elec. & Appl. Ctr.
Florin... Roy S. Lehman
Forty-Fort... Fred P. Gibbons
Glenside... Gerhard's
Halifax... Reed's Appl. Sales & Ser.
Hanover... Baughman's TV & Appl.
Hanover... W. R. Burns & Son
Hanover... Sherman Radio Serv.
Harrisburg... Hall's Furniture
Harrisburg... Ulrich's Rad. & TV
Harrisburg... Variety Vacuum
Harrisburg... Wachman & Henry
Hartboro... C & C Supply
Hazelton... Amer. TV & Appl.
Hazelton... Jere Woodring Co.
Heidlersburg... Bill's Store
Hellas... Theron Miller Appl.
Hellersburg... Breezy Rad. & TV
Hershey... D & S Music Store
Hermine... John Petros Appl.
Highspire... Bob's T. V.
Hummelstown... Swartz Serv. & Elec.
Jacobus... Bruce Smith, Inc.
Kingston... C. W. Schultz & Son
Kutztown... Helds
Lancaster... Florry Appl. Serv.
Lancaster... L. R. Keperling
Lancaster... W. G. Lehman
Lancaster... Watt & Shand
Lansdowne... Arthur J. Ulrich
Lansdowne... Drexel Hill Furn.
Lebanon... Marvin J. Horst
Lebanon... Levitz Furn. Store
Lemoyne... Opperman's Electric
Lewistown... Bailor's
Lewistown... Roy-Gates
Lewistown... Lewistown Appl. Center
Lewistown... West End TV Co.
Linglestown... R. E. Armstrong
Lititz... Keller Bros. Ford Co.
Lockhaven... Rural Gas & Elec.
Manchester... Williams & Stambaugh
Manheim... Claude Ginder
Manheim... Henry S. Lehman
Milton... Azinger Furniture
Monessen... Milson Appliance
Monongahela... Valley Electric
Moorestown... Wayne Trach
Morrisville... Levitt Wind. Mat.
Mt. Aetna... Homer H. Gasser
Mt. Joy... Wolgemuth Inc.
Mt. Pleasant... W. F. Smith Hardware
Myerstown... Brightbill's
New Cumberland... Cullen Bros.
New Holland... Witmer's
New Kensington... Barkers Appl.
Newport... Newport Appl. Cen.
New Providence... H. Shabach
Norristown... McCoy's
Norristown... Metalcraft Sales
Northampton... Sacks Sales
Northumberland... M. M. Meiser
Oakland Mills... J. E. Peoples
Oakmont... Royal House Appl.
Oberlin... Eshnauer & Thumma
Oxford... Ringler's Appl. Store
Palmyra... Cassell Hardware
Peach Bottom... Carl Eastridge
Pennsburg... Aug. M. Schwenk
Philadelphia... ABC Oil & Burn.
Philadelphia... Ager's Home Furn.
Philadelphia... Anchor Products
Philadelphia... Jos. E. Anderson
Philadelphia... Baron's
Philadelphia... N. Basen
Philadelphia... Fred A. Brown Co.
Philadelphia... John D. Crawford
Philadelphia... V. Day Appl. Co.
Philadelphia... Fleck's Radio TV
Philadelphia... Gevurtz-Stern Co.
Philadelphia... Fred Grande

Philadelphia... Vic Hendler
Philadelphia... Herbach & Rademan
Philadelphia... Household Sales
Philadelphia... Independent Ele.
Philadelphia... Levin's
Philadelphia... Leo's
Philadelphia... Lit Brothers
Philadelphia... Louis's
Philadelphia... Quality Appl.
Philadelphia... Renel Electric
Philadelphia... Barney Roth Co.
Philadelphia... Edward Rubin
Philadelphia... R. & J. Schneider
Philadelphia... Strawbridge & Clothier
Philadelphia... Snellenburg
Philadelphia... Stern & Co.
Philadelphia... TV Appl. Co.
Philadelphia... T/A Tele-Matic
Philadelphia... John Wanamaker
Philadelphia... Wolf's Home Eq.
Phoenixville... Keene Rad. Serv.
Phoenixville... Shanahan Fuel
Pine Grove... D & B Sales Co.
Pittsburgh... Allegheny Prods.
Pittsburgh... Gimbel's
Pittsburgh... P. J. Lawless
Pittsburgh... Quality Floor & Sup.
Pittsburgh... Regal Const. Co.
Pittsburgh... Voellger Appl.
Pittstown... Levin's Rel. Furn.
Plymouth... Al Wasley
Portage... Wako Auto Supply
Pottsville... Ray P. Grapsey
Prospect Park... Chester Oils
Quakertown... Johnson & Biehn
Reading... Jerry Kauffman
Reading... Norman's
Reading... H. L. Schaffer
Reading... United Butcher
Reading... United Home Equip.
Reading... Wertz Eng. Co.
Reidsville... Herman Elec.
Ryersford... Ryersford Hard.
Scranton... The Globe Store
Scranton... J. L. Mackinder
Scranton... Stoelw & Fister
Scranton... United Fix. Co.
Selinsgrove... Lose Sales Co.
Shartlesville... J. R. Kaufman
Shenandoah... Litwak Home Sup.
Shillington... Earl Beam
Shippensburg... Carson Buick & Impl.
Spring Grove... Main TV & Rad.
Spry... D. K. Waltersdorf
St. Clair... R. & S. Sales
Tamaqua... The Schilbe Lbr. Co.
Temple... H. B. Ketner
Thompsonstown... Park Eagler
Trucksburg... Guyette TV & Ap.
Uniontown... Signal Rad. & TV
Upper Darby... Mort Farr
Upper Darby...

Farrell Sales & Serv.
Wayne... St. Davids Pib. & Ht.
Waynesboro... H. R. Cordell
West Reading... Sioux Appl.
Wilkes Barre... Davis & Wazeler
Wilkes Barre... E. & J. TV
Wilkes Barre... Tom Flynn Coal
Wilkes Barre... Lazarus
Wilkes Barre... Tracey Paint
Wilkes Barre... Leon Troy Furn.
Wilkes Barre... Wilkes Barre News
Wilkes Barre... J. Wright & Son
Wilkesburg... Penn Electric
Williamsport... Neyhart's, Inc.
Windsor... Wise Plumb. & Heat.
Wormleysburg... Cullen Bros.
York... C. B. Klinedinst
York... Klingaman's Refr. Serv.
York... Humble Mundis Co.
York... C. W. Stover
York... York Vac. Cleaner Co.

RHODE ISLAND
Anthony... S. J. M. Elec. Co.
Bristol... Bristol Furn. Co.
Cranton... Penn TV Co.
E. Greenwich... Western Auto Assoc.
Newport... G & H Elec. Co.
Pawtucket... Apex Tire & Appl.
Pawtucket... Bridge Tire & Sup.
Pawtucket... City Oil Co.
Providence... Adams Radio Co.
Providence... Alpine Air Cond.
Providence... Atlas Stationery
Providence... City Hall Hardw.
Providence... Delbro Co.
Providence... A. H. Leeming Co.
Providence... Leo Miller
Providence... Narragansett Elec.
Providence... The Outlet Co.
Providence... Shawmut TV
Wakefield... Donohue Refrig.

Warwick... Norwood Serv. Cen.
W. Warwick... Radio Lab
Westerly... Avery & Adams, Inc.
Woonsocket... Tap Glass Wks.

SOUTH CAROLINA
Beaufort... Angus Fordham Hdw.
Charleston... ABC Ven. Blind Corp.
Charleston... Coulter & Pooser
Charleston... Shahid's Appl. Co.
Columbia... E. W. Moore Serv.
Columbia... General Arts, Inc.
Columbia... Palmetto Radio & Appl.
Denmark... Beard Lumber Co.
Georgetown... Palmetto Tire & Elec.
Greenville... Cann's Furniture
Greenville... San Souci Appliance
Greenville... Payne's For Music
Inman... Russell Furniture Co.
Kingstree... Alsbrook's Hard. Co.
Kingstree... Cox Refrig. Serv.
Lake City... Home Appl. Shop
Lake City... W. W. Singletary & Son
Manning... Clarendon Sup. Co.
Mullins... Gore Motor Co.
Ridgely... Langford Appl. Co.
Spartanburg... Spartan Ins. Co.
Spartanburg... Hammond-Brown-Jennings Co.
St. Matthews... Bolton Pl. & Ht.
Sumter... Hill Amusement Co.
Traveler's Rest... Garrett's Furn.
Waterboro... Palmetto Sup. Co.

TENNESSEE
Athens... Carl's
Baxter... Baxter Furniture Co.
Big Rock... R. C. Feltner
Brownsville... White Brothers
Chattanooga... Don Cherry Tire
Chattanooga... Electronic Serv.
Chattanooga... Grants Appliance
Chattanooga... Lawson Electric
Chattanooga... Massey Electric
Chattanooga... Miller Brothers
Chattanooga... Superior Radio & Elec.
Chattanooga... F. Sutton Boat
Chattanooga... W. C. Teas Co.
Chattanooga... Tennessee Valley
Clarksville... Terrell Electric
Clarksville... Maddux Tire Co.
Columbia... Morgan Brothers
Cookeville... Powers Radio Serv.
Covington... Cobb Electric Co.
Dickson... Minor Supply Co.
Dyersburg... Western Auto Asso.
Fayetteville... Fayetteville Plumb. & Heat.
Fayetteville... Massey Furn. Co.
Franklin... Sewell Electric Co.
Gallatin... Crescent Furn.
Gallatin... Hunter Plmb. & Ht.
Gallatin... Rad. & Elec. Ser.
Hartsville... Hartsville Hardware
Hohenwald... Whitehead Pl. & Elec.
Jackson... Gene Williams Appl.
Johnson City... Commercial Ref.
Knoxville... Heating & Cooling
Knoxville... Leopold & Orr
Lafayette... Reid Appliance Co.
LaFollette... LaFollette
Lawrenceburg... Lawrenceburg Electric Service
Lebanon... Smith Appliance Co.
Lewisburg... Lewisburg Pib. & Heating
Lexington... Hunter Furn. & El.
Livingston... Jenkins & Darwin
Madison... McClures Dept. Store
Manchester... Electric Appl. & Sup.
McMinnville... Exchange Furn.
Memphis... C & S Appliance Co.
Memphis... Clark & Fay
Memphis... Collins & Freeman
Memphis... Cunningham Lumber
Memphis... Dixie Appliance Co.
Memphis... Dixie Electric Co.
Memphis... Douglas Appliance
Memphis... Electric Appliance
Memphis... General Appliance
Memphis... General Home Serv.
Memphis... Roy Good
Memphis... Walker Hall Co.
Memphis... Home Appliances
Memphis... Hudson Hardw. Co.
Memphis... Ideal Furniture Co.
Memphis... Jenkin's, Inc.
Memphis... L & W Appl. Co.
Memphis... Modern Appl. Co.
Memphis... Pitts Bros. Appl.
Memphis... Sol Shankman & Co.
Memphis... Sommers-Brown

Memphis... Southern Hard. & Sup.
Memphis... Woodstock Associates
Milan... Spurgeon Jones
Millington... Johnson's Electric Shop
Murfreesboro... Osborn & Harrell
Nashville... Currey's Radio Ser.
Nashville... Drummond Piano Co.
Nashville... Alfred C. Galloway
Nashville... H. F. Gant & Son
Nashville... Southern Tire Serv.
Nashville... Wherry Furniture
Nashville... Whisby Washy
Nashville... Lovel-Neal Door
Oak Ridge... Warner-Guy Refrig.
Paris... Western Auto Ass. Store
Parsons... Western Auto Ass. Store
Pulaski... Pulaski Lumber Co.
Ridgely... Ridgely Hardw. Co.
Ripley... Hunt Morris Furn. Co.
Shelbyville... Elam & Ray Appl.
Smyrna... Smyrna Serv. Ctr.
Springfield... Morton Furn.
S. Pittsburg... Valley Tire & Supply Co.
Trenton... Western Auto Assoc. Store
Tullahoma... Dixie Electric Co.
Whitehaven... Western Auto Assoc. Store
Winchester... Moorehead Electric

TEXAS
Amarillo... V. L. Taylor & Co.
Arlington... Ware's Appliances
Athens... Hawn Lbr. Co., Inc.
Austin... Reed Sales
Beaumont... Standard Appliances
Brownsville... Tom Stevenson
Caddo Mills... Payne Bros.
Corsicana... Simon Daniels Co.
Cuero... Roy Parker
Dallas... Avalawn Rad. & Appl.
Dallas... J. G. Boyd Co.
Dallas... Duke Doyle Appliances
Dallas... Inwood Htg. & Appl.
Dallas... Jarrell Company
Dallas... Oak Lawn Home Appl.
Dallas... Rogers & Clary
Dallas... Royal Tire & Battery
Dallas... Skillman Hard. & Ap.
Dallas... Southern Company
Dallas... R. L. Watson Co.
Denison... Adams Elec. & Sup.
Denison... Peterson Hardware
Denton... Taliaferre Hardware
Eagle Pass... Hausman & Son
El Campo... Lack's Assoc. Store
Electra... Buddy Brown Auto Pts.
Ennis... Webb & Hamil
Forney... Mitchell Furniture
Ft. Stockton... Community Public Serv. Co.
Ft. Worth... A. J. Anderson Co.
Ft. Worth... Killman & Bates
Ft. Worth... Norman Sales & Ser.
Ft. Worth... Oakhurst Appliance
Ft. Worth... Tarrant Appliance
Ft. Worth... University Home Furn.
Ft. Worth... The Western Co.
Ft. Worth... Sam's Stop & Shop
Gainesville... Gollylight Elec.
Galena Park... S. States Lumber
Galveston... Appliance, Inc.
Galveston... Leslie's Furniture
Grand Prairie... Barnard and Heaton
Greenville... Thompson Hardware
Greggton... Carrell Lbr. & Sup.
Harlingen... Brinson's Appli.
Haskell... Hattox Hardware Co.
Hillsboro... Goodman Co.
Houston... Bayne Appliance
Houston... David's Hardware
Houston... Empire Sales Co.
Houston... Hill Appl. & TV
Houston... Homemaker Appliance
Houston... Hilsher's Home Sup.
Houston... King's
Houston... Perkins Sales & Ser.
Houston... Perry Bros. Furn.
Houston... Perry Bros. Hard. & Appl.
Houston... Star Electric & Eng.
Iowa Park... Ted's Service Cen.
Itasca... Wiginton's Appliances
Kenedy... Rackley Furniture Co.
Kermitt... Community Public Serv.
Killeen... Killeen Electric
Kingsville... Ed Byrne
Knox City... Graham Elec. Co.
Lubbock... Good Hsekp. Shop
Lamesa... Lamesa Builder's Shop
McKinney... Jim Landers Motor
McKinney... McMillan Appliance
Marlin... Pyland's
Mexico... Butane Gas Co.
Midlothian... E. L. Webb Elec.
Mt. Pleasant... Goolsby Motor
Odessa... Anderson Engineering
Odessa... Ferguson-McCullough
Olney... Southland Sales Co.
Omaha... J. B. Whittington
Paducah... Earl Combs Rad. Ser.
Palestine... Sillman Hardware
Pecos... Community Public Serv.
Port Arthur... Cowan Hardware
Port Arthur... Loeb's
Port Arthur... McInnis Co.
Port Lavaca... Lavaca Furniture
Quannah... Electric Service Co.
Quitman... Duke Hardware Co.
Refugio... Gilliam Auto Supply
Rockwall... Payne Furniture
Rosenberg... Lack's Assoc. Store
Rosenberg... T. V. & Appliance
San Angelo... Ragdsdale Appl.
San Antonio... Charles Estell

San Antonio... Hopp's Appliance
San Antonio... Klein's Appliance
San Antonio... McDougal's Appl.
San Antonio... Stowers Furniture
San Antonio... Wolff & Marx
San Marcos... Suttles Furniture
Sherman... Haring Office Equip.
Sherman... Lloyd Home Appl.
Taft... Taft Implement Co.
Teague... Spencer Tire Co.
Temple... Goodyear Serv. Store
Texarkana... The Furniture Mart
Texarkana... Texarkana Armature
Texas City... Stansfield Supply
Vernon... Parr Tire Co.
Vernon... Perry Refrig. & Elec.
Victoria... Baker Plumbing Co.
Waco... K & G Butane Co.
Waco... Smith Bros. TV & App.
Wharton... Smith Bros. Appl.
Wichita Falls... Hamilton-Bryan
Wichita Falls... Household Appl.

UTAH
Salt Lake City... Stanley S. Cheever Co.

VERMONT
Brattleboro... Adams Appl. Co.

VIRGINIA
Arlington... Arlington Air Cond.
Arlington... Enright's Tire & Ap.
Arlington... Gleebe Radio
Ashland... R. G. Carlton, Jr.
Belle Haven... Nordstrom Bros.
Blackstone... Sheffield Furn. Co.
Buckroe Beach... Buckroe Plumb. & Heat.
Burkeville... The Boswell Co.
Cape Charles... C. E. Ewell
Charlottesville... Brown Gifts
Chase City... Jeffreys Motor Co.
Colonial Beach... W. I. Cooper's
Crewe... Crewe Appl. Center
Crittendon... Pat Knowles
Deltaville... Electric Service
Falls Church... Baron & Meltz
Fredericksburg... J & J Appl.
Fredericksburg... Maxfield Brown
Hampton... Goldstein Brothers
Hampton... Goodyear Serv. Store
Hampton... Peninsula Electric
Hampton... Regent Stores
Hampton... Sealey & Sons
Hampton... Wythe Television
Hilton Village... Warwick Elec.
Hockley... Hart Fram Sup. Co.
Hopewell... Pursell & Wheaton
Hudgins... Chimney Corner, Inc.
Kilmarnock... Lawrence Sparshott
Leesburg... Leesburg Hardware
Lynchburg... Vaughan Motor Co.
Newport News... Broadway Serv.
Newport News... Goldstein Bros.
Newport News... Goodyear Serv.
Newport News... Modern Sales & Serv.
Newport News... Patrick & Silk
Newport News... Sealey & Sons
Norfolk... B & Z Service
Norfolk... Cavalier Appliance
Norfolk... Norvick Appliance
Norfolk... P. H. Rose Corp.
Norfolk... Zedd Furniture Co.
Oak Grove... Underwood Electric
Orange... W. A. Sherman Co.
Petersburg... Love-Hudgins
Petersburg... Maitland Appliance
Petersburg... Petersburg Furn.
Petersburg... Rucker Rosenstock
Pogueson... B. C. Smith, Jr.
Portsmouth... Allan Furniture
Portsmouth... B. G. Appleby
Portsmouth... Boyces
Portsmouth... Portsmouth Music
Providence Forge... J. R. Parker
Richmond... Bernard Siegel Furniture
Richmond... Gerson Furniture
Richmond... Gundlach & Co.
Richmond... Jones & Gooding
Richmond... Richmond Electric
Richmond... Thalhimer Bros.
Richmond... Welmont Electric
Roanoke... Schwartz Company
Victoria... Southside Chevrolet
Wachapreague... Radio-Marine
Warwick... Home Air Condng.
Warwick... Krause Mayo
W. Point... Trevillian & Oliver
Whitestone... G. R. Dunton
Williamsburg... Butts Furniture
Williamsburg... Casey's, Inc.
Winchester... Baker & Anderson

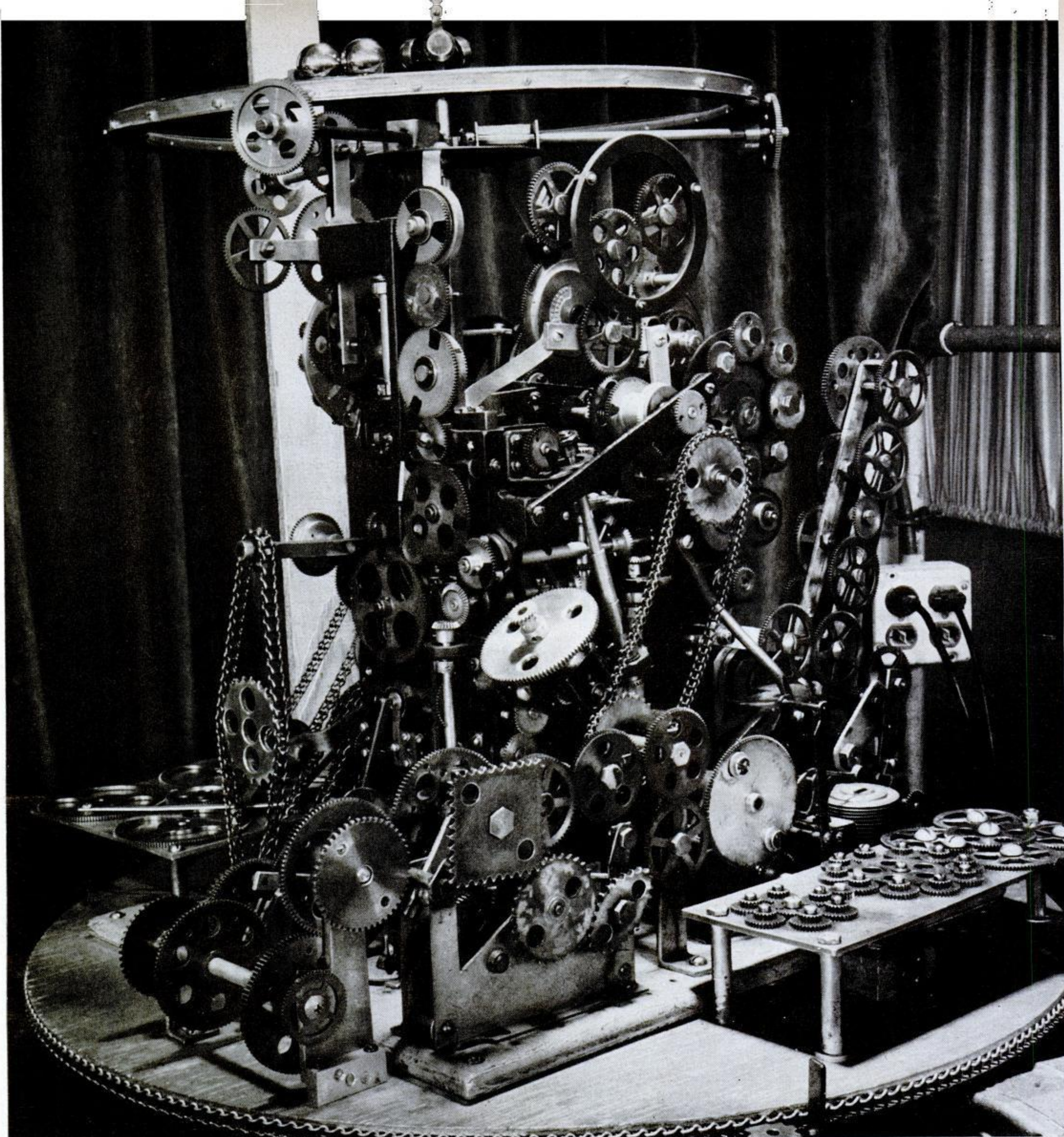
WEST VIRGINIA
Beckley... Lowe Bros. Elec.
Charleston... Kerstein Eng. Co.
Charleston... N. Charleston Hard.
Charleston... Schoolfield-Harvey
Charleston... Stone & Thomas
Charleston... West Virginia Hard. & Sup.
Dunbar... Electric Supply Co.
Huntington... Seafiler Rad. & TV
Huntington... F & R Television
Weston... Industrial Elec. Co.

WISCONSIN
Beloit... Roy's Appliance
Kenosha... Appliance & TV
Madison... Home Maker's Hdw. & Appl.
Milwaukee... Fred E. Boehme
Milwaukee... Ray Haasch TV & Appl.
Milwaukee... Hilgendorf Hardw.
Milwaukee... Karrer Company
Milwaukee... Mossey-Otto Co.
Milwaukee... Park Electric Co.
Milwaukee... Schuster's
Milwaukee... Snyder Furn. Co.
Milwaukee... B. Urich Co.
Racine... Standard Furn. Stores

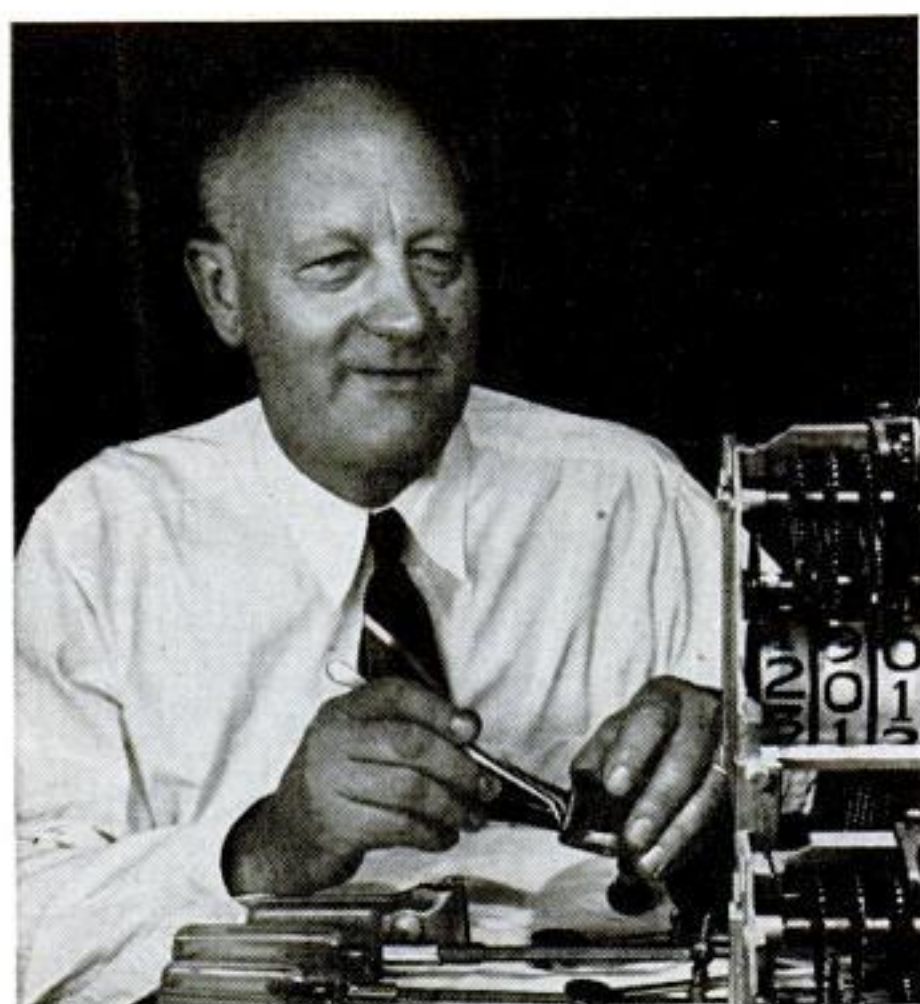


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WAHLSTROM'S SMOOTH-RUNNING MECHANICAL MARVEL IS MADE FROM PARTS OF MANY CLOCKS, A PACKARD, A BOMBSIGHT AND AN OLD ITALIAN PIPE ORGAN



NEXT INVENTION taking shape in Wahlstrom home is complicated counter that counts nothing.

MACHINE-AGE REVENGE

Californian's mechanical clown is built to accomplish nothing

The good earth and a green thumb are tools enough for Lawrence Wahlstrom of Los Angeles who, in his calling of landscape gardener, is more immune than most to the tyranny of efficient machines—machines that clamor to write his letters, eliminate distances, grind out his product or wake him with music. But for Mr. Wahlstrom immunity is not enough. When he gets home he slips into his workshop and takes the offensive, working earnestly with

piles of nuts and gears. The resulting machine (*above*) is his own personal triumph over efficiency. It has no name but 700 moving parts. It is cheap to manufacture, economical to operate and it runs smoothly without a hitch or backlash. More important, Mr. Wahlstrom has made sure this one device will never speed or complicate his comfortable way of life; a captive mass of cogs, it will start and stop, but otherwise it accomplishes absolutely nothing.

Yes—there's an easier way to clean white-wall tires

S.O.S.
REG. U. S. PAT. OFF.
Magic Scouring Pads
CLEANS AND SHINES ALUMINUM

You'll find it on your kitchen shelf right now!

Yes, S.O.S.—the handy scouring pad for pots and pans — cleans white-wall tires, too! Ask any expert. Tire makers, auto dealers, wash rack operators—they all say: S.O.S., with soap right in the pad, is the easy way to clean your white-wall tires white as new!

When scuff-marks, mud and road grease mess up your white-wall tires, just do this: Dampen an S.O.S. pad. Squeeze till sudsy. Wipe off grime. Rinse tires clean.

L. B. B.

The S. O. S. Company, Chicago, Illinois, U. S. A. • S. O. S. Mfg. Co. of Canada, Ltd., Toronto, Ont.





BUDDHA of Eighth Century represents Yakushi "the healer" seated on a lotus throne teaching.

Treasures from Japan

GREAT ART OF 14 CENTURIES MAKES GRAND TOUR OF U. S.

Early this year a U.S. Navy transport sailed out of Tokyo Bay carrying one of the most precious and memorable shiploads ever to leave Japan—a cargo of fragile painted scrolls and books, grotesque masks, serene statues, gleaming gilt screens and sliding doors. This cargo, a selection from 1,400 years of Japanese art, is now on a year's tour of U.S. museums, giving Americans a chance to see rare pieces never before exhibited outside of Japan—and, in some cases, never even seen by the Japanese, for the objects have been sealed away in shrines within ancient temples.

These treasures, which have been drawn from the greatest monasteries, temples, museums and private collections of the empire, are so valuable (estimated worth: \$5 million) that they are accompanied everywhere by six Japanese art experts. They install the show, check the humidity of the galleries and carefully pack the objects in tin-lined boxes which have been chemically treated to prevent mold. The exhibition, which opened at the National Gallery in Washington, is now at New York's Metropolitan Museum and will go from there to Seattle, Chicago and Boston.

MASK of the Seventh Century was worn in dance introduced from China and performed at the court.



GOBLIN carrying a lantern guarded the temple altar. Carved from wood in 1215, it has crystal eyes.

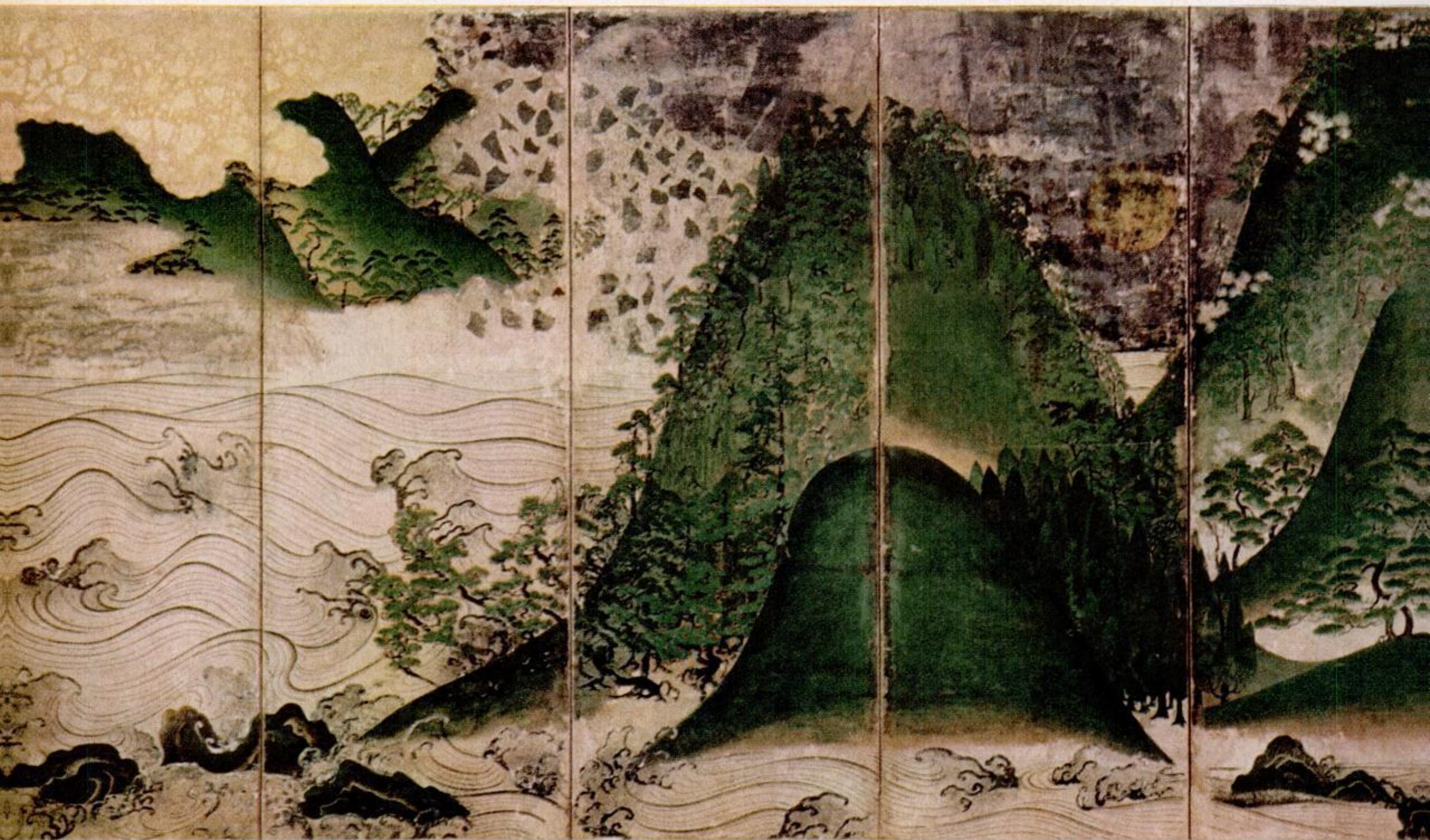
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WARRIOR Minamoto-no-Yoritomo was a soldier of the 12th Century who set up a military government and usurped almost all power from the emperor. During his regime portrait painting came into vogue and the general himself sat for an artist, wearing state robes and carrying sword and scepter, symbolizing power.

PRIEST Kobo Daishi founded a famous Buddhist sect in the Ninth Century. As a child, he was visited in a dream by Buddhist deities who explained to him the principles of the religion. To commemorate this legend, an artist of the 13th Century portrayed the priest as a pious child seated on a lotus pedestal.







LORD OF LIGHT, Amida, was one of most popular Buddhas in 13th Century when this screen, showing the god with attendants, was painted. Believing Amida would lead souls of dead to Paradise, Japanese placed such screens near a death-bed so that Amida, rising out of the mountains, would be on hand to receive soul.

FOUR SEASONS ornament pair of 10-foot screens painted in 16th Century when rich merchants and warlords tried to outdo one another in lavish furnishings for their mansions. In landscape of undulating hills and waves, the painter showed fall and winter by moonlight (*top*), spring and summer by day (*bottom*).



GREAT KING Fudo was stern protector of the Buddhist world. In this 12th Century painting he is shown standing on a rock, symbolizing his immutability. In his hands he grasps a rope and a sword with which to bind and destroy the powers of evil.

WIND GOD, painted on 17th Century screen (shown here in detail), epitomizes vitality and decorative genius of all Japanese art. One of the most ancient of Japan's nature deities, he gallops through clouds carrying his wind in a billowing bag behind him.





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Only 9¢ a quart
for good, healthful nonfat milk
Use STARLAC!

Starlac is top-quality milk—minus the water and fat. Add Starlac to water, beat or shake, and there you are! You get all the nourishment, all the B vitamins, proteins, calcium, and other minerals of top-quality milk... *at a great saving!* It's so wonderful for drinking, keep at least a quart of Starlac in your refrigerator at all times. Grand for cooking, too. Use Starlac in all "made-with-milk" recipes. Get a package from your grocer. Start saving... today.

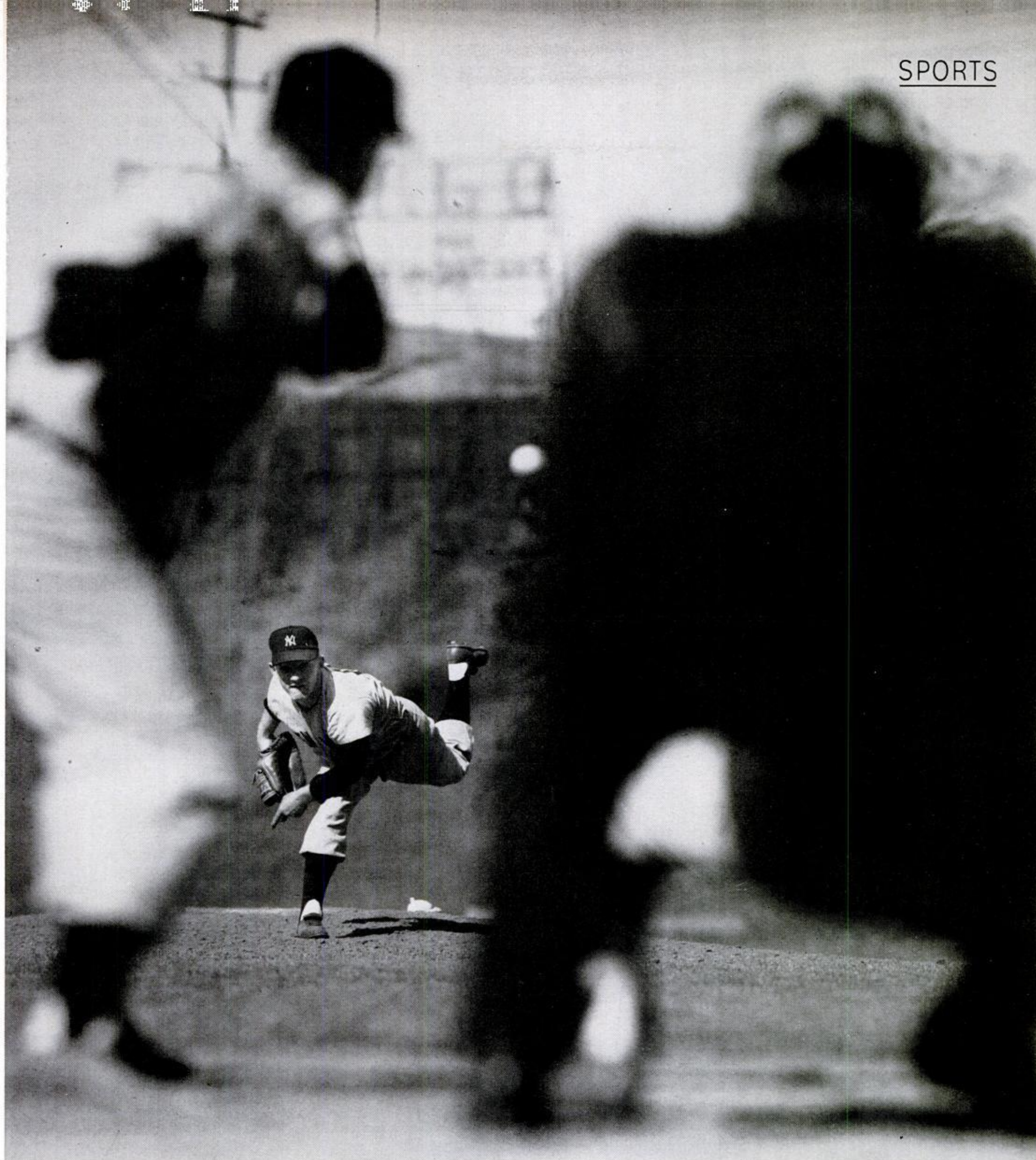
Borden's Instant Coffee, a bargain
in rich, flavorful coffee
from 100% pure coffee crystals

Borden's tastes so rich because it's 100% pure crystals of 100% pure coffee. In fact, these crystals give you so much richer, more concentrated flavor than any other coffee—you use less than a teaspoon a cup! Just add boiling water and the tiny crystals dissolve instantly... to give you fresh, full-strength, full-bodied coffee. *And you save up to 25¢*, compared to a pound of ground coffee. Get this Borden coffee bargain today!

All aboard! All a-Borden's! It's Elsie's Good Food Line!



Borden foods must be good—folks buy more food packages carrying the Borden brand name than any other in the world.



BACK WITH YANKEES AFTER TWO YEARS IN ARMY, YOUNG WHITEY FORD FIRES A FAST ONE AT BATTER. AS A ROOKIE HE WON NINE GAMES, LOST ONLY ONE

INTRODUCING THE NEW YORK YANKEES OF 1957

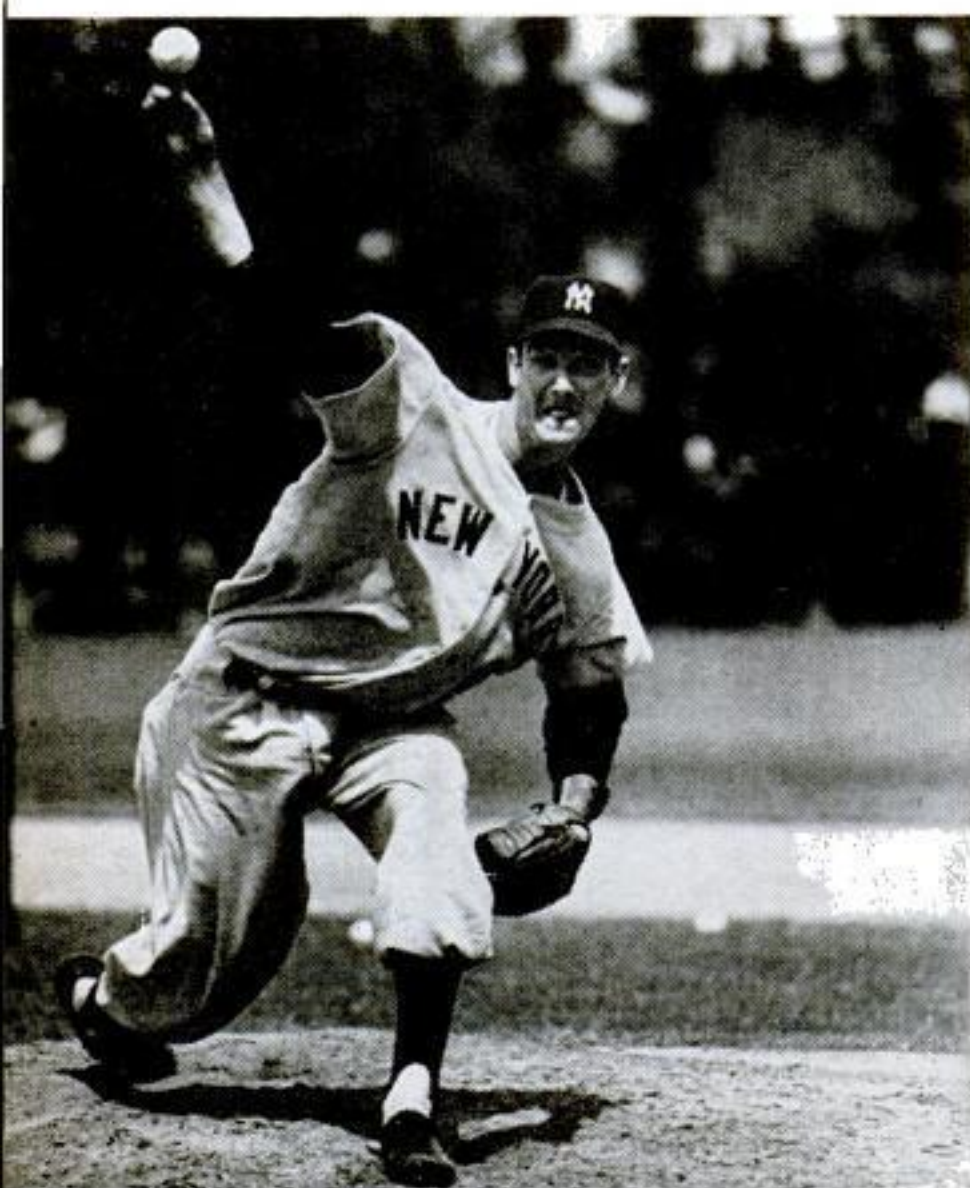
In 1957, at this time of year, it is entirely possible that the New York Yankees, having won eight consecutive American League pennants, will open the season as usual against Washington. On the mound for the Yankees, looking deadlier than he did as a kid of 24 (*above*), will be southpaw Whitey Ford. Mickey Mantle, already in his absolute prime at 25, will be patrolling center field, the idol of a new generation of knot-holders who have only their fathers' word for it that the Yankees ever lost a pennant. But the rest of the Yankee lineup, except for Billy Martin at second base and Gil McDougald at third, will not look like the one

that had won four straight pennants and four World Series back in 1953.

Anticipating such a possibility LIFE catalogs on this and the following pages the irresistible young Yankees who have become or are about to become full-fledged stars. It is unlikely that rival managers, even by 1957, will feel worse about the new Yankees than they do this week. In the next six months each club must play 22 games against New York, a chore which is roughly equivalent to hunting elephants with a slingshot. Says Casey Stengel, the Yankee manager, "I don't want to tell people what kind of a ball club I got—but it's the best damn ball club you ever saw."



SLUGGER BILL SKOWRON



PITCHER AL CICOTTE

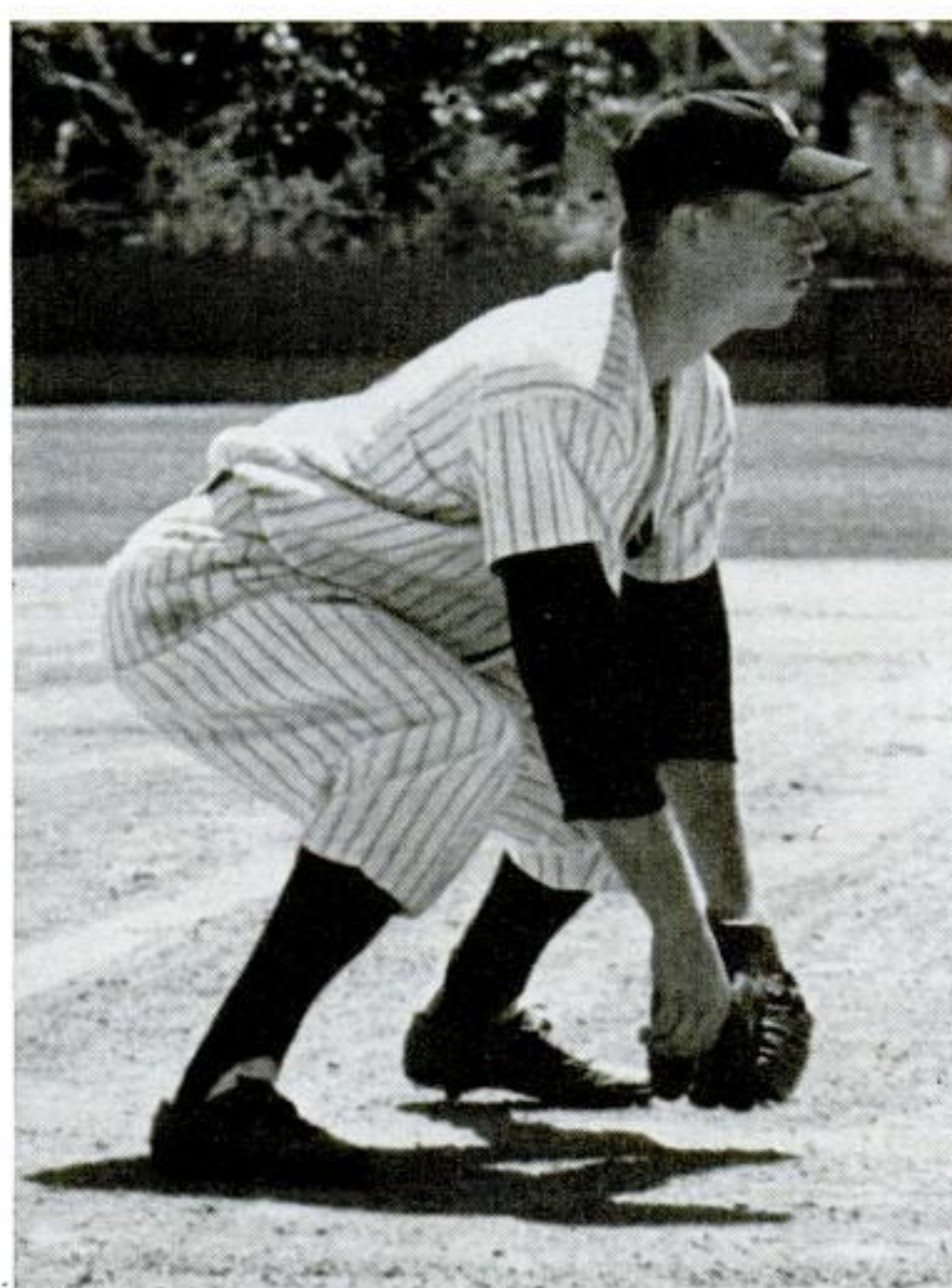


VERSATILE ART SCHULT

TALENTED FARMHANDS, still in Kansas City, the three players shown above are due to be part of the next wave of talent that comes up to the Yankees. They need polishing; Skowron on his fielding, Cicotte on his control and Outfielder Schult on general sharpness after two years in the Army.



SHORTSTOP ANDY CAREY CROUCHES WITH OPEN-MOUTHED EAGERNESS TO POUNCE ON A HARD-HIT GROUND BALL



THIRD BASEMAN McDOUGALD STOOPS FOR A LOW LINER

NEW CROP OF YANKEES FRESH FROM THE FARM

In the last four years the turnover in Yankee personnel has been tremendous. While winning pennants the team was losing such seemingly irreplaceable stars as Tommy Henrich and Joe DiMaggio. As the lineup was juggled in an effort to rebuild, a lean and heart-breaking period for most ball clubs, the unbelievable Yankees shuttled more than 50 players in and out of the game. The one constant name in the Yankee lineup was that of Shortstop Phil Rizzuto, the last of the old guard. But at 34 even indestructible Phil was showing signs of wear and tear.

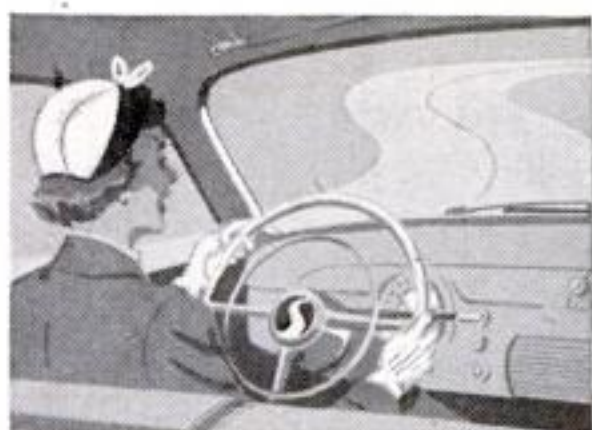
One of Rizzuto's stand-ins, ready to jump in when he steps out, is energetic Andy Carey (*above*), a 21-year-old with his future all ahead of him. Like the other young Yankees on this page he is a product of a farm system so fertile that the problem is what to do with all the talent. Carey has at least three other talented competitors fighting him for the job. But raw-boned, 24-year-old Gil McDougald (*left*) has been a fixture on third base for the Yankees for two years and is likely to remain so for the next 10.

[CONTINUED ON PAGE 106](#)

Saginaw Steers the Nation!



America's favorite — more than 35 million automobiles over the years have been steered by Saginaw steering gears.



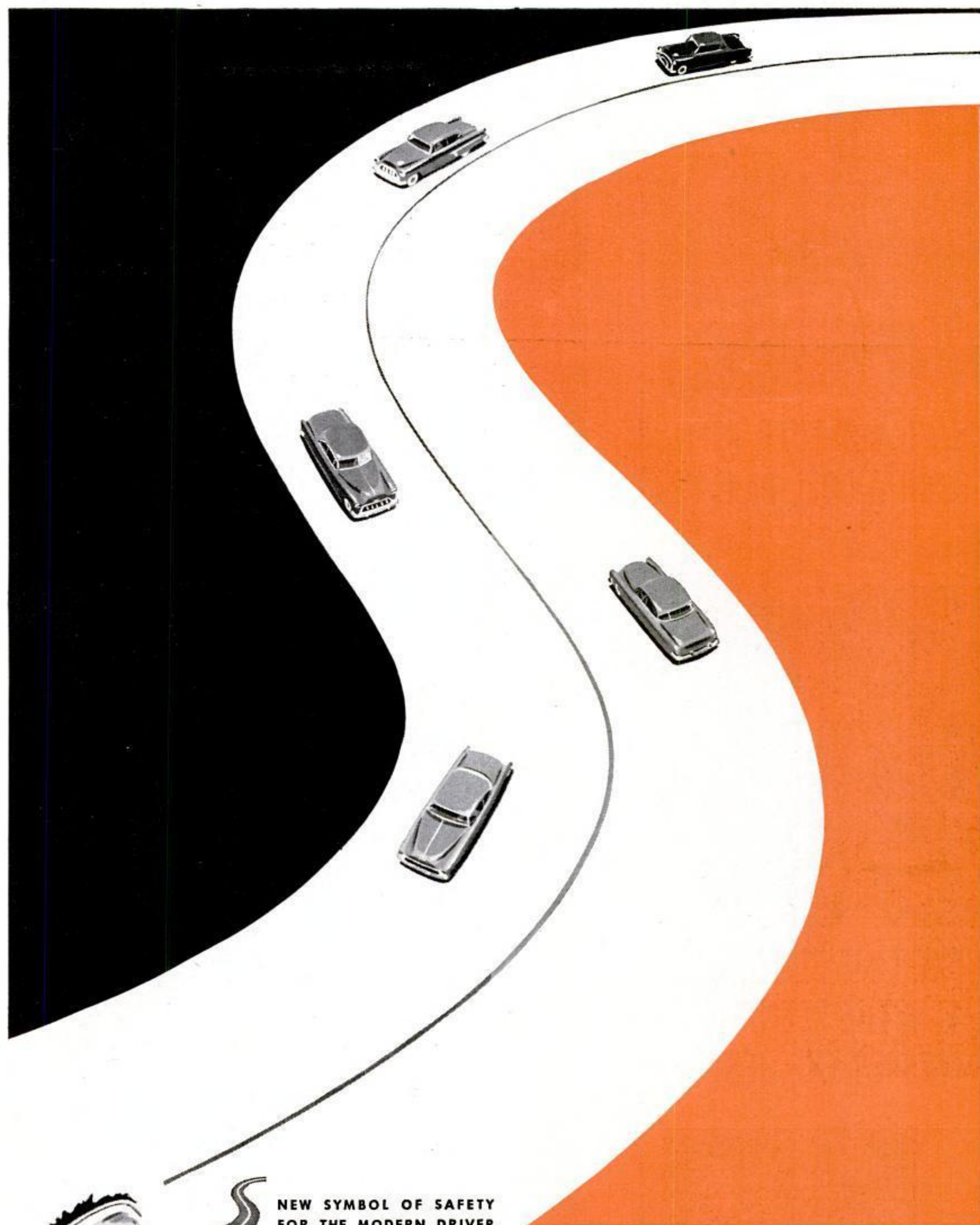
Saginaw brings you new driving safety — Saginaw Power Steering — *The Power Steering with "the feel of the road"*.



Parking's a breeze — so are driveways and traffic! Drive relaxed and arrive refreshed with Saginaw Power Steering.



Greater control in any emergency — soft shoulders, blow-outs, curves. Saginaw delivers assistance *when you need it!*



NEW SYMBOL OF SAFETY
FOR THE MODERN DRIVER



Now, from the world's foremost manufacturer of steering equipment, comes the greatest advance of all! It's Saginaw Power Steering — the *only* power steering that gives you incredible driving ease *plus* the "feel of the road" for extra safety! Already, Saginaw Power Steering is featured on six 1953 cars, and is just one of many precision products developed and manufactured by *Saginaw Steering Gear Division, General Motors Corporation, Saginaw, Michigan.*

Saginaw

POWER STEERING



**HAVE YOU EVER SEEN
SUCH A DULL PARTY?**

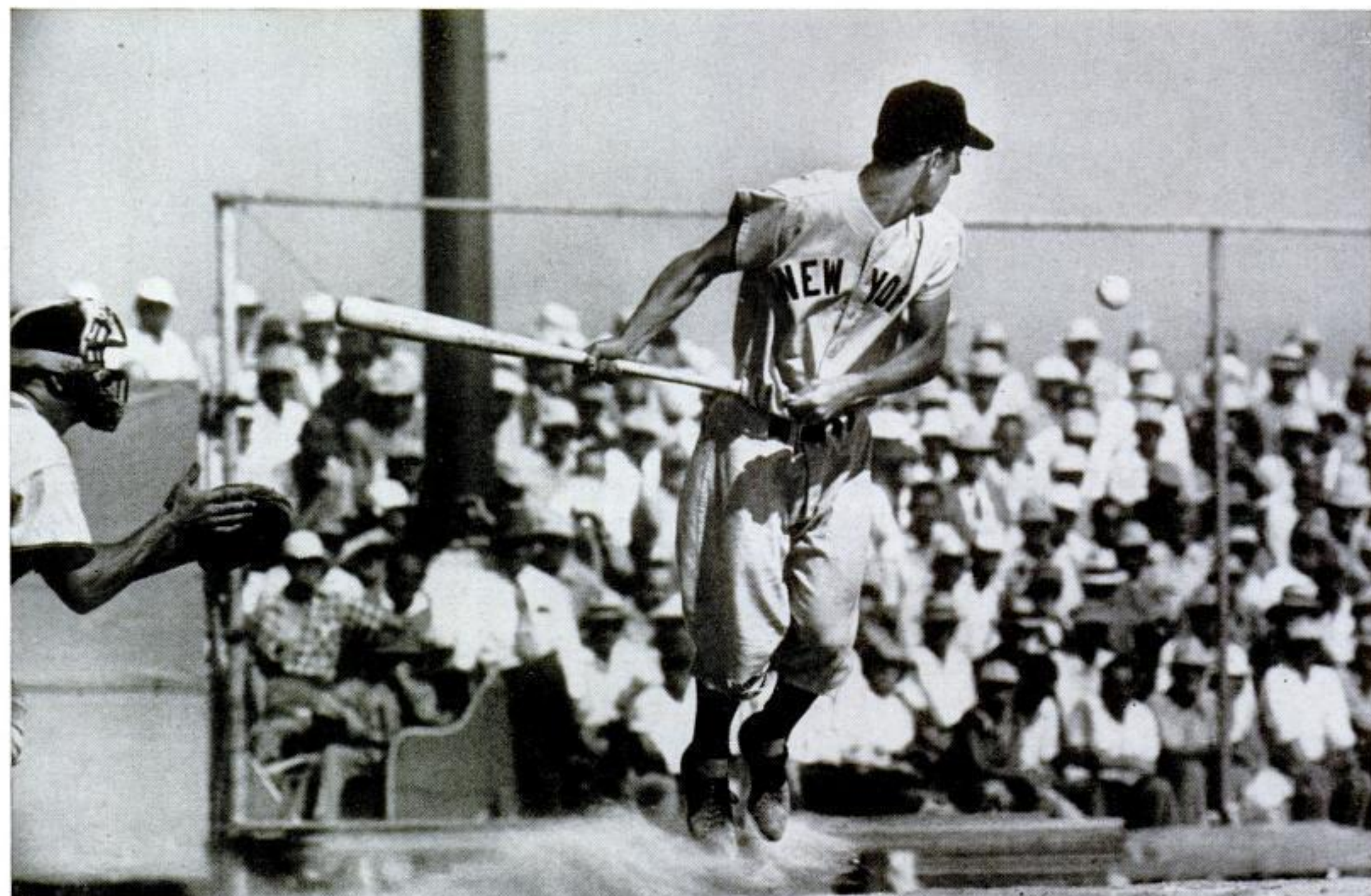


**NEXT TIME SERVE KING
—IT'S THE BLEND THAT
TASTES THE BEST!**



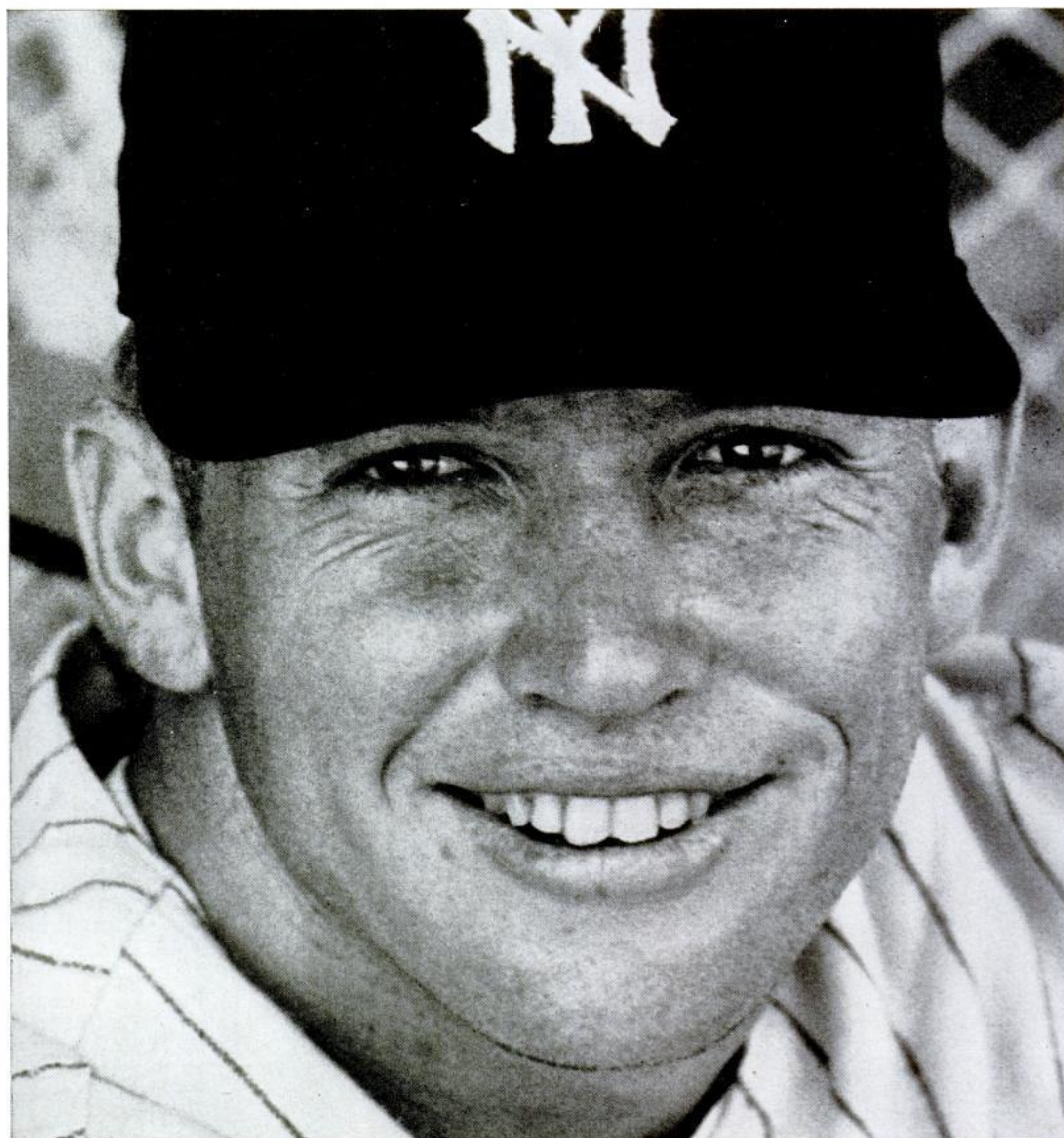
**FOR SMOOTHER, Milder,
LIGHTER DRINKS STEP UP TO
THE KING OF BLENDS!**

BLENDING WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES. 62½% GRAIN NEUTRAL SPIRITS. 86 PROOF. BROWN-FORMAN DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.



"CASEY'S BOY," 24-year-old Second Baseman Billy Martin, jumps away from a wild pitch during spring training. He broke in under Stengel at Oakland, Calif. and

is now accepted as the holler guy in the Yankee infield. Says Stengel proudly, "He knows how to play baseball and won't give in to any man on the field—or off it."



FACE OF THE FUTURE for the Yankees is that of 21-year-old Mickey Mantle, whose pleasant smile does not hide a hot-eyed competitive spirit. The most valuable

young chattel in baseball, Mantle can hit from either side, runs faster than any other player in the game. Casey Stengel sums up Mantle with one word, "Tree-mendous!"



LORD ELGIN STRATFORD. Band and watch match handsomely in this 21-jewel watch. \$89.50

LADY ELGIN PANOLA. Beauty frames this lovely face. Flexible stirrup end-pieces. \$71.50

CLIPPER. Handsome—practical! Shock, water, dust-resistant with unbreakable crystal. \$59.50

DARIA. Unusual expansion bracelet wraps up the beauty of this heart-inspired watch. \$47.50

LAKE SIDE. Smart styling—shock, water, dust-resistant. Unbreakable crystal, luminous dial. \$49.75

AFTON. So dainty—so lovely—so perfectly charming for your young graduate—only \$39.75

For the traditional touch - give an Elgin with the heart that never breaks

THE TRADITIONAL graduation gift is a watch.

And this is why. Two out of three graduates say they prefer a watch over all other gifts.

But more than a mere timepiece, your graduate wants a watch specially designed for *him* or *her*—a watch with the young-in-heart styling so strikingly captured by every Elgin on this page.

And equally important to your graduate is receiving a watch he or she can depend on long after graduation. That's another reason your graduate's watch should be a finely crafted Elgin.

For *only* Elgin has the heart that never breaks—the DuraPower Mainspring *guaranteed* to never break. Neither will it rust nor wear out. With this amazing mainspring an Elgin runs accurately and dependably year after year.

This graduation, honor tradition in more beautiful fashion with an Elgin Watch.

Your jeweler will help you choose. Be sure to visit him now. (P.S. While you're there, perhaps you will want to graduate to an Elgin yourself!) Elgin National Watch Company, Elgin, Illinois.



Only Elgin has the heart that never breaks, the guaranteed DuraPower Mainspring.

ELGIN

WATCHES

The Beautiful Way to Tell Time

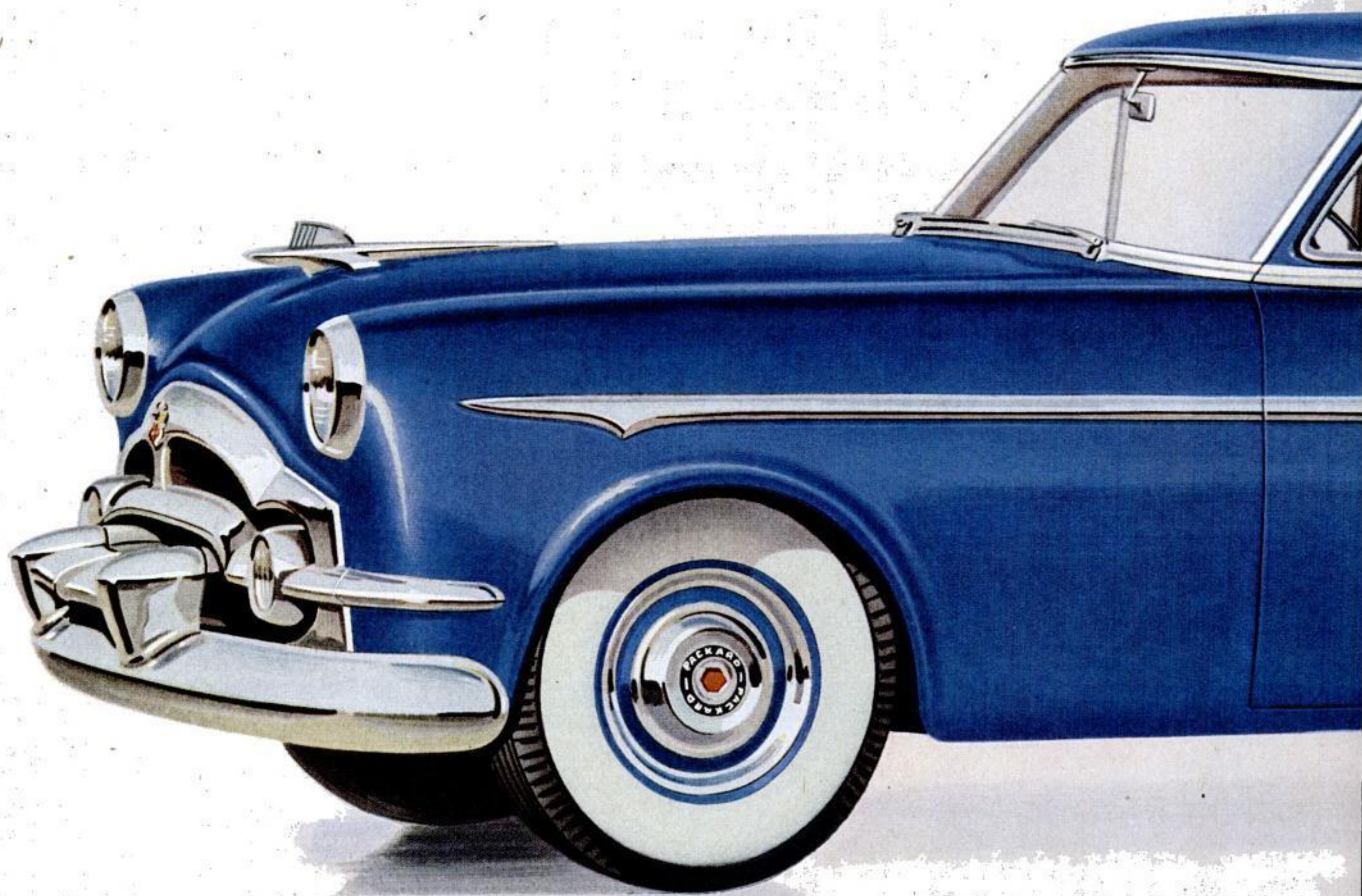
All prices include Federal Tax and are subject to change without notice.

LORD ELGIN PRENTICE Smart pyramid design carries through case, domed crystal, raised numeral-markers. 21 jewels. \$71.50

BRACELETTE Lovely bracelet and perfect timepiece together, forever. World's only shock-resistant bracelet watch. \$57.50



Here's America's New



The New Packard

Here's your opportunity to own
at only a few hundred dollars more than



Announcement of the beautiful new *Packard CLIPPER* was bound to make news. And it did!

People who love the sturdiness and elbowroom of a truly big car—but don't quite feel they can afford one—are looking at this big new *Packard CLIPPER*, riding in it, and ordering it!

In all truth, the new *Packard CLIPPER* is enjoying public response—far beyond expectations—and has, since the first day it was shown!

That's because the value is there, and the price is right. So right.

How can Packard do it? Deliver so much big-car value and performance at medium-car prices?

FIRST: It's Packard engineering—traditionally fine, historically dependable. Packard, you remember, is the oldest maker of fine quality cars in America.

SECOND: Packard occupies a unique manufacturing position, for Packard alone with 54 years' experience in fine car building,

Medium-Priced Car!



160-horsepower Packard Deluxe Clipper. Be sure to see and drive it.

CLIPPER

and drive a really fine automobile
you'd pay for a car in the lowest-priced field!

combines craftsmanship of the highest character, and modern mass production techniques, to produce greater values.

In addition to greater values, you get Packard's contour styling that is setting the new trend in automotive design. Contour styling means not only a handsomer car, but better visibility. You get the smoothness and comfort of the famous Packard ride, too—*real big-car ride!*

You get the unforgettable kitten-smooth, whip-quick pull and zoom of the Packard

Thunderbolt-8 Engine—*real big-car power!*

In all, you get more than 70 big-car features that Packard has built into the medium-priced CLIPPER!

If you plan to buy a car in the \$2,500 price-class be sure to see and drive the new Packard CLIPPER. Compare it with other medium-priced cars. Surprisingly enough the CLIPPER costs only a few hundred dollars more than the cars in the lowest-priced field. And, of course, there's a wide range of beautiful new CLIPPER

models, any one of which will give you a lift, as well as a ride, anytime you drive it!



In addition to the Clipper, PACKARD is building today a car so beautiful and fine that it is applauded everywhere as "America's new choice in fine cars." Ask the man who owns one—today!

DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



MRS. ALBERT L. COX, JR., charming socialite of Washington, D. C. Discriminating in her choice of cigarettes, Mrs. Cox says: "Only Herbert Tareyton gives you a cork tip, extra length and such delightfully mild tobacco."

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips . . . it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



T H E R E ' S S O M E T H I N G A B O U T T H E M Y O U ' L L L I K E

Copyr., The American Tobacco Company



RAMON MAGSAYSAY'S FACE REFLECTS THE INTENSE ENERGY AND THE FRANK NATIVE FEATURES THAT MAKE HIM THE PHILIPPINES' "MAN OF THE PEOPLE"

An Honest Man with Guts

HUK FIGHTER MAGSAYSAY IS NOMINATED FOR PHILIPPINES PRESIDENCY

by ROBERT NEVILLE

WHEN the U.S. established the Republic of the Philippines at the conclusion of the Japanese war it was with the hope that the new nation would serve as "a show window of democracy" for all of Asia. The hope seemed well founded. In the 48 years America had ruled the islands, after three and a half centuries of Spanish exploitation, American ways and American institutions had become immensely popular.

If the Philippines had not been occupied by Japan from 1942 to 1945, the transition from commonwealth to republic might have been made smoothly. But the grant of independence, long promised for 1946, did not take into account the degree of demoralization suffered by the Filipinos in three years of rape, arson, pillage and murder. Noting that the Filipinos liked American movies, loved American food, wanted American cars, spoke U.S. slang and had a government conceived in the exact image of the U.S., Washington policy makers assumed the Philippines were ready and able to practice stable democracy.

What this optimistic view overlooked was the fact that the islands' economy and many of their cities had been destroyed. And waiting in the ruins were cynical politicians anxious to adopt less creditable

American practices: pork-barrel politics, bossism and corruption. From 1945 to 1951 there was an abundance of U.S. aid for the new republic, nearly \$2 billion worth, but little U.S. supervision. Favoritism and nepotism became the rule. Millions of American dollars were diverted from the needy people into the hands of political grafters. Executive bureaus became notorious for bribe-taking. At one point many members of the House of Representatives were selling Chinese visas to the highest bidders. Elections were as thoroughly rigged as when Tammany used to vote tombstones.

By late summer of 1950 the display in democracy's show window looked like a fire sale, and the Communist-led Hukbalahaps were about ready to shoot out the glass. The once-proud Philippines army and the famed constabulary were as lawless—and as much feared by the people—as the bandits they were supposed to suppress. The peso was in danger of collapse. Government credit was falling. The revolutionary Huks were swarming over the countryside and farmers were abandoning their crops in terror. Even streets in Manila's own outskirts had become unsafe. Most of the top Huk leaders, who also constitute the Philippine Communist Party's Politburo, had brazenly entered Manila to plan the actual seizure of the city.

"Clem, You Look Terrible!"

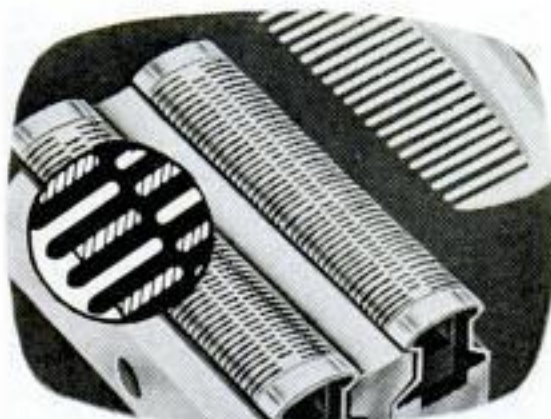
(SAYS JACKIE GLEASON*)



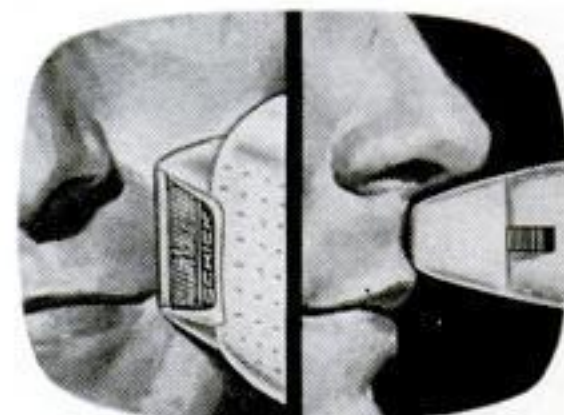
"You been shavin' with a rusty lawnmower? Oh, you used a new blade?
You don't need no blade. Get smart, chum!"



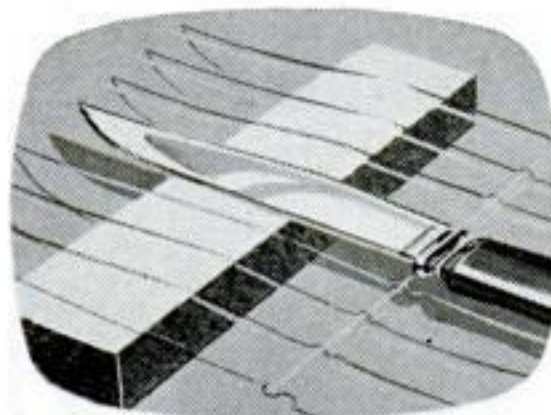
No matter how heavy your beard, you can get close shaves easily, comfortably, with the *right* electric shaver. Just make sure your electric shaver has 3 things:



First, your electric shaver must have a shearing head that acts like a comb. You need comb edges to line up your whiskers and lead them in for a close shave.



Second, your electric shaver head must be the right size. It cannot be bulky; it must be small enough to get in everywhere, get every whisker.



And finally, your electric shaver must have a self-sharpening action, so it will always give you close shaves—the long-lasting kind.

The SCHICK "20", only electric shaver with Bevelled Comb Edges, Right-Size Head and Self-Sharpening Action—\$24.50. In saddle-stitched Caddie Case, ideal for traveling or bathroom shelf.

10-DAY HOME TRIAL

Try a SCHICK "20" free, right in the store, or better still, take it home on a 10-Day, No-Risk Home Trial. It must give you easy, close shaves within 10 days—or you return the shaver to your dealer and get every penny back.

SCHICK INCORPORATED, STAMFORD, CONNECTICUT



Schick "20"

Better-Built For Closer Shaves

MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE

*See "The Jackie Gleason Show" and "Crime Syndicated" on TV, both sponsored by Schick Electric Shavers



START OF THE CLEANUP of Huks came when Magsaysay was sworn in as Defense Secretary by Quirino while Magsaysay's wife (left) looked on.

MAGSAYSAY CONTINUED

In Manila's high-walled Malacañan Palace, President Elpidio Quirino admitted the republic's army had failed to meet the revolutionary challenge. But he rejected the plea of Defense Secretary Ruperto Kangleon that the "deadwood" of the high command be replaced. Kangleon resigned in fury and Quirino almost casually appointed a little-known, 43-year-old congressman of his own Liberal party as defense secretary. The new man in democracy's show window had only three words for the press and public.

"Now watch me!" said Ramon Magsaysay.

He has been something to watch. By last week Magsaysay's gallery of spectators had expanded to embrace the whole world. In a little over two years the onetime garage mechanic has cleared out the "deadwood" and created a smart new Philippines army. He has given the free world its first locally achieved victory over international Communism, driving the "hard core" Huks into the remote mountains and rehabilitating many of their followers. He has lifted fear from the land and, by his outspoken attacks on corruption in the government and out, has helped restore the Philippines' economic position. Last week Washington and London and Paris—and Moscow and Peking—were watching the window even more closely, as the Nacionalista party named Magsaysay to be its presidential candidate in the November election. For many people—in the remote barrios of Mindanao as well as in the capitals of the West—felt that the only man who could prevent the country from slipping back into chaos was Ramon Magsaysay.

One of the main reasons for Magsaysay's bolt from Quirino's party was because Quirino would not support his defense secretary's views on land reform (see p. 121). Accordingly, it might appear that in shifting to the Nacionalista party Magsaysay has moved from a conservative political group to one holding New or Fair Deal views. That is not quite the case. Both of the Philippines' major parties are dependent financially on large landholders and neither has ever exhibited much interest in social legislation.

Thanks largely to the Philippines' great prewar president, Manuel Quezon, both parties have for many years maintained fairly close cooperation with the U.S. on foreign policy. Quirino's administration sent an infantry battalion to Korea and signed the politically risky Japanese peace treaty. Internally, the Liberal record is an unattractive one. A report made in October of 1950 by an American governmental commission headed by Daniel W. Bell recommended that the U.S. invest another \$250 million in Philippine aid—provided the republic put its economic and political house in order. It was made clear at the time (and re-emphasized since) that the envisioned housecleaning meant enforcement of minimum wages, an end to corruption and initiation of land reform. Although Washington has advanced two fifths of the recommended sum, Quirino has shown slight disposition to keep his end of the bargain.

The Nacionalistas are quite as conservative as their opposition. They have had no program for land reform and no discernible attitude on minimum wages. No Filipino politician can afford to be actively anti-U.S. (because of the enthusiasm of the people, not American pressure), but the Nacionalista leader, 62-year-old Dr. José Laurel, though a Yale-educated lawyer, has little love for Washington and in 1942 was beguiled by the slogan "Asia for the Asiatics." During the occupation he served as Japan's puppet president.

Laurel opposed Quirino for the presidency in 1949 and was narrowly beaten in a bloody campaign in which scores of people were



HISTORY IS MADE AT BREAKFAST when Magsaysay hears from his aides, holds telephone conferences and entertains a steady flow of visitors.

killed. This violence led the Huks to announce, in 1951, that they would not permit a scheduled election of senators and governors. At that point Magsaysay intervened, using his reconditioned army to keep off both the Huks and party goons. The result was an honest election in which most Liberal senatorial candidates were beaten. Magsaysay took the laudable position that it was better for the Liberal party to lose an honest election than win a dishonest one.

He had better luck selling this philosophy to the army than to his old party. Both Magsaysay and Dr. Laurel have expressed doubt that Quirino will let any nice-Nelly distaste for fraud or force handicap him when he runs for re-election. The possibility of unnecessary roughness is not the only disability Magsaysay suffers as a candidate. In his new party affiliation, he cannot expect his sponsor, Laurel, to embrace with enthusiasm any land reform program that necessitates breaking up big estates. Magsaysay's cordial relations with the U.S. embassy and the U.S. military mission can hurt him politically if too much is made of it. The Liberals already are attacking Magsaysay as the candidate of "the U.S. Army party." Many of his old colleagues dislike him for spoiling their rackets.

With so many people against him, the question naturally arises: who is for Magsaysay? The answers have been coming in for the last few weeks. A stenographer, offering Magsaysay her services, wrote: "Your resignation from Mr. Quirino's cabinet deserves highest praise of all honest, freedom-loving, straightforward men." A professor of philosophy wrote: "You have become an idol to me. . . . You are the hope of Philippine democracy." A photographer who watched Magsaysay speak before a roaring crowd of more than 50,000 persons, said afterward: "The popularity of Magsaysay in this country is unequalled since the time of Quezon, and I believe it is even greater than Quezon's." Apparently most of these followers of Magsaysay, whether they consider themselves close friends of the U.S. or not, see him as the only candidate who can reform and strengthen their still new republic. The fact that this sentiment happens to coincide with the official wishes of the U.S. they regard as merely fortunate circumstance.

100 meals a day

IMMEDIATELY after his resignation as defense secretary, Magsaysay moved his family from their government quarters at Camp Murphy in the suburbs of Manila to a small white wooden bungalow on Manga Avenue in the city. They are sharing it with about 300 people a day. From 5 a.m., when Magsaysay arises, until 1 a.m. the following morning, when he sometimes gets to bed, there is a steady stream of visitors. These include politicians, delegations from the provinces, job-seekers, former employes and veterans and hundreds of plain people anxious to pledge their support. Since it is traditional Filipino hospitality to feed any guest who happens to be in the house at mealtime, the Magsaysays are serving about 100 meals a day and lunch sometimes must be eaten in three shifts.

The candidate's attractive wife, Luz, presides over this madhouse, assisted by the three children, Teresita, 18, Milagros, 16, and 14-year-old Ramon Jr., and an assortment of friends. Some bring sacks of rice and baskets of vegetables. Others—friends and strangers alike—bring money.

The money especially is welcome. "I resigned not as a millionaire but as a poor man," Magsaysay told the country shortly after quitting his cabinet post. No one in the Philippines—not even his most bitter opponents—doubts the truth of that statement. When

CONTINUED ON NEXT PAGE

JUST ONE BRUSHING WITH

COLGATE

Chlorophyll Toothpaste

DESTROYS BAD BREATH

Originating in the Mouth

MORE EFFECTIVELY!

Clinical Tests Prove It Works More Thoroughly, for a Longer Time Than A Non-Chlorophyll Toothpaste!

In "Osmoscope" tests with actual cases, (men and women who had unpleasant breath), Colgate Chlorophyll* Toothpaste was proved to act *more thoroughly*, and give *longer-lasting* protection. Even at the end of four hours, it was proved to give *far greater reduction* of bad breath!

RID'S MOUTH OF DECAY BACTERIA!

Just one brushing with Colgate Chlorophyll Toothpaste cleans your mouth of a high percentage of bacteria. Remember: bacteria and acids are a chief cause of tooth decay. Every time you brush with Colgate Chlorophyll Toothpaste you reduce these destructive acids!

COMMON GUM TROUBLE REDUCED TWICE AS FAST!

Clinical tests (now published in a dental journal!) with 589 children show that chlorophyll toothpaste can reduce gingivitis *twice as fast* as a white toothpaste! Even *severe* cases were quickly improved! Here is scientific proof that regular brushing with Colgate Chlorophyll Toothpaste can help your children have a better chance for sound, healthy gums!

*Contains water-soluble chlorophyllins

YOU CAN PROVE IT YOURSELF!

No Other Toothpaste

HAS MORE ACTIVE CHLOROPHYLL

And You Can Be Sure Colgate's Is in Effective, Soluble Form!

CHLOROPHYLL
TOOTHPASTE
BRAND "A"

CHLOROPHYLL
TOOTHPASTE
BRAND "B"

Actual
Photographs!

COLGATE
CHLOROPHYLL
TOOTHPASTE

Here is the proof! When equal amounts of Brand "A", Brand "B" and Colgate Chlorophyll Toothpaste are mixed with water, the solution with Colgate turns a darker, richer green, thus proving it contains more soluble chlorophyll than either brand. And while the chlorophyll in other brands may settle to the bottom, you won't see this happen with Colgate Chlorophyll Toothpaste. The water remains a clear, dark green, even for days, showing that the chlorophyll is completely dissolved—ready to help you against bad breath and common gum disorders!

Make Sure You Get The Full Benefits of a Chlorophyll Toothpaste...with this New, Exclusive Colgate Formula!

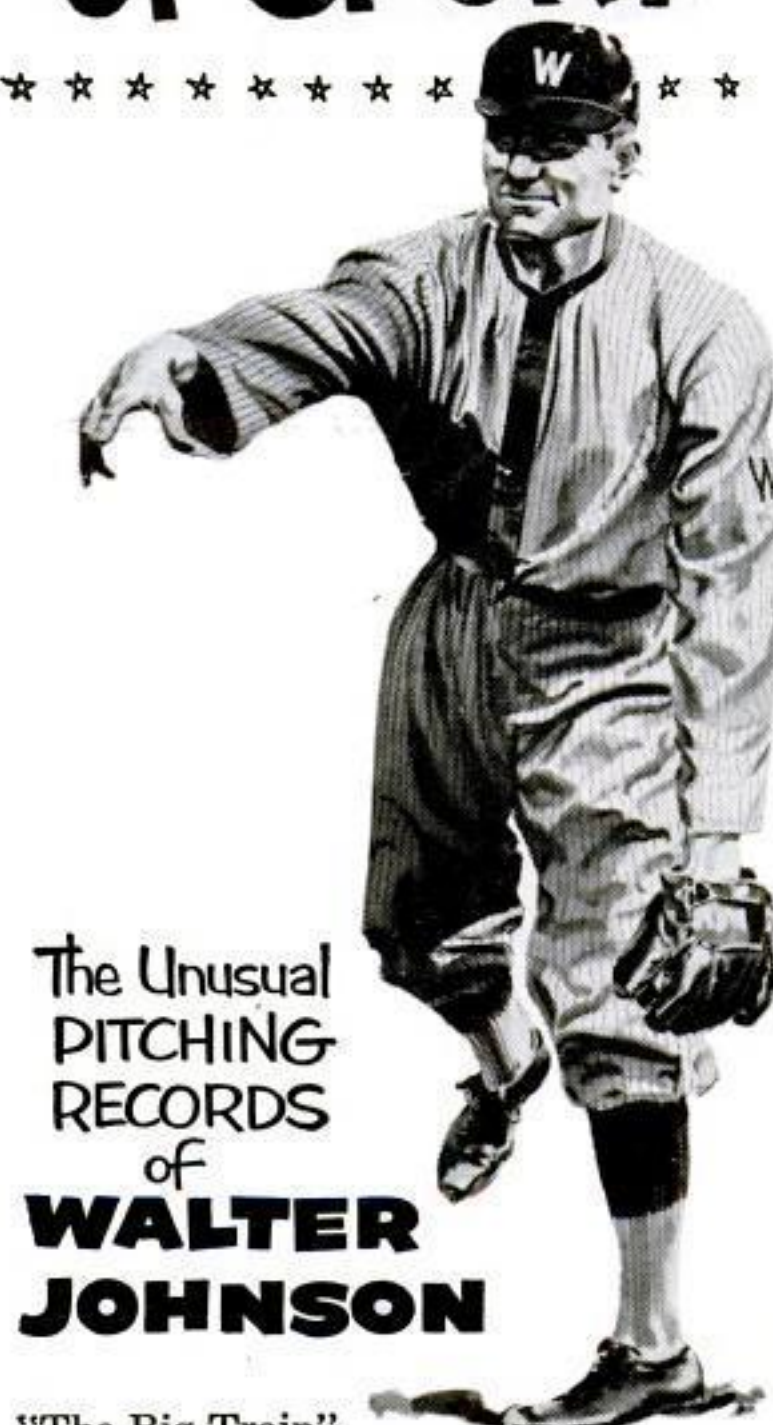
THE MAKERS OF
**ATLANTIC
BOND**
BUSINESS
PAPERS
PRESENT



Grantland Rice's

ALL TIME
**ALL STARS
of SPORT**

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The Unusual
PITCHING
RECORDS
of
**WALTER
JOHNSON**

"The Big Train" pitched 21 years for Washington — from 1907 through 1927. During his phenomenal career he won 414 games and, in 5924 innings, struck out a record 3497 men while walking only 1405. Johnson holds the major league record for shutouts with a lifetime mark of 113... won more than 28 games three years hand running (32 in 1912, 36 in 1913, 28 in 1914) and won more than 20 games each year from 1910 through 1919. On September 3, 4 and 5 in 1908, Johnson pitched successive complete games... winning everyone by a shutout—a modern major league record.

Another modern record has been set by Atlantic Bond — 12 of America's largest railroads, 7 of the 8 biggest book publishers use clean, crisp Atlantic Bond for better-looking office forms or letterheads. Ask your printer to print your next job on America's first choice—Atlantic Bond.

EASTERN CORPORATION, BANGOR, MAINE
Ask your printer or write us on your letterhead for Grantland Rice's selections of America's All-Time All-Star Pitchers, attractively illustrated and suitable for framing.



RARE RECREATION for Magsaysay is dancing with wife Luz, which he does here at official party.

MAGSAYSAY CONTINUED

he rented the Manga Avenue house (for \$150 a month), his furniture was so sparse that friends chipped in with folding chairs, tables, beds, a freezer and a refrigerator. The family was able to provide its own pets: two turkeys, a dozen chickens, two pigs, a carabao, two stray cats and eight deer.

The poor man in the center of this confusion of old, faithful furniture and animals and new, dedicated followers is a likable but high-strung fellow. He can rarely stay put for more than a few moments, and even then his feet jitter. In the hectic Manga Avenue environment he is in his element. His restless energy and his brusque (and sometimes brutal) perfectionism are qualities that set him apart from many of his countrymen. There are others. In a land where the average male is a slender 5 feet 4 inches tall, Magsaysay is a hulking 5 feet 11. His voice has none of the liquid quality of Castile—it comes out frequently in a bull roar. And his language, particularly in the field of expletives, lacks the marvelous variety of Spanish or even the awesome vulgarity of English. Magsaysay says "by golly" when he really means something. Most urban Filipinos like to gamble; Magsaysay does not. Most drink, a little or a lot; Magsaysay does not drink at all. Most smoke; not Magsaysay. Many pride themselves on a certain way with women; Magsaysay is rather shy.

To a rural electorate that has sent many a favorite son to the city only to see him adopt city (and often corrupt) ways, Magsaysay's honest simplicity is enormously appealing. So is the fact that, size aside, he looks Filipino. In the past, political leaders in the Philippines have been of predominantly Spanish blood, but Magsaysay is an *indigene*. He has only a little Spanish and Chinese blood in his island ancestry. Soon after his resignation a university student wrote him: "As a student I am very proud of you because at last a great, strong-willed man of my skin has come who will influence the destiny of our country."

If Magsaysay had planned it himself he could hardly have done a better job of choosing his parents. He was born on Aug. 31, 1907, at Iba in Zambales province, some 85 miles northwest of Manila, the second of the eight children of Exequiel Magsaysay and Perfecta del Fierro Magsaysay. His father, a carpenter and trade school teacher, was Tagalog, his mother Ilocano, and in babyhood he learned the differing (and politically useful) dialects of these two principal native peoples of Luzon.

Little Ramon was a husky youngster who sprouted fast (his father also is 5 feet 11). By the time he was 10 the family had moved to Castillejos, 30 miles away, after a characteristic display of Magsaysay honesty—his father was fired for flunking the son of the superintendent of schools at Iba. At Zambales Academy Ramon graduated as salutatorian, second in the class.

Young Magsaysay entered the University of the Philippines in Manila in 1927. He started with a liberal arts course but soon switched to mechanical engineering. Illness forced him out in his junior year. Subsequently he continued his schooling at José Rizal College, supporting himself by part-time work at a transportation company owned by Filipino Millionaire Teodoro R. Yangco. It was there, in 1931, that Ramon met his future wife, the daughter of a well-to-do Bataan province family also engaged in the

CONTINUED ON PAGE 117

If her birthday is between April 21 and May 21

Her sign is Taurus—affectionate, gentle, romantic. It's a sure sign that she'll love this Lady Elgin Clubwoman with the heart that never breaks, the exclusive guaranteed DuraPower Mainspring that won't break or wear out. \$71.50

She'd like a **Lady Elgin** CLUB WOMAN

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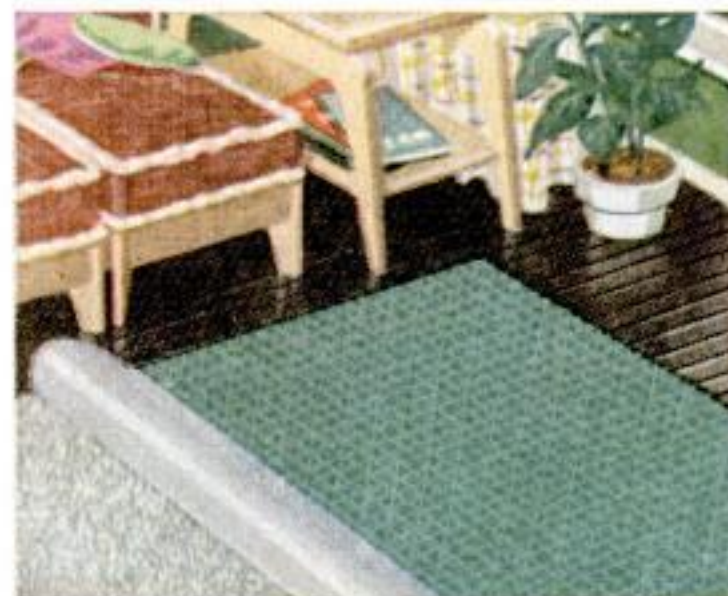
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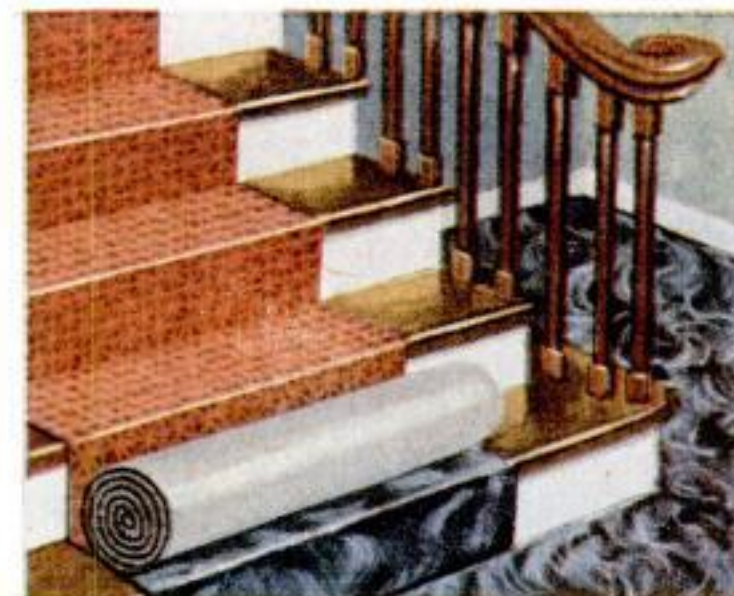
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Anchor your rugs with Non-Skid RUBBER-LOC or Non-Skid RUBBER-TOP. They prevent slipping and creeping. Add life, luxury, walking comfort.



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PATENTED 44 OZ.

Allen RUBBER-LOC (in Chlorophyll Green) and RUBBER-TOP (in Terra Cotta Red) cushion every step, lessen fatigue, provide luxurious quiet and add years of rug protection . . . Their new patented rubberized waffled tops, their new rubberized backs and shock absorber centers, are scientifically combined to give you America's finest low priced luxury cushions . . . Clean . . . Sanitary . . . Strong . . . They're moth-proofed, too! Experts at leading hotels, stores and clubs where traffic is constant and comfort ranks in importance with rug protection choose Allen RUBBER-LOC and RUBBER-TOP.

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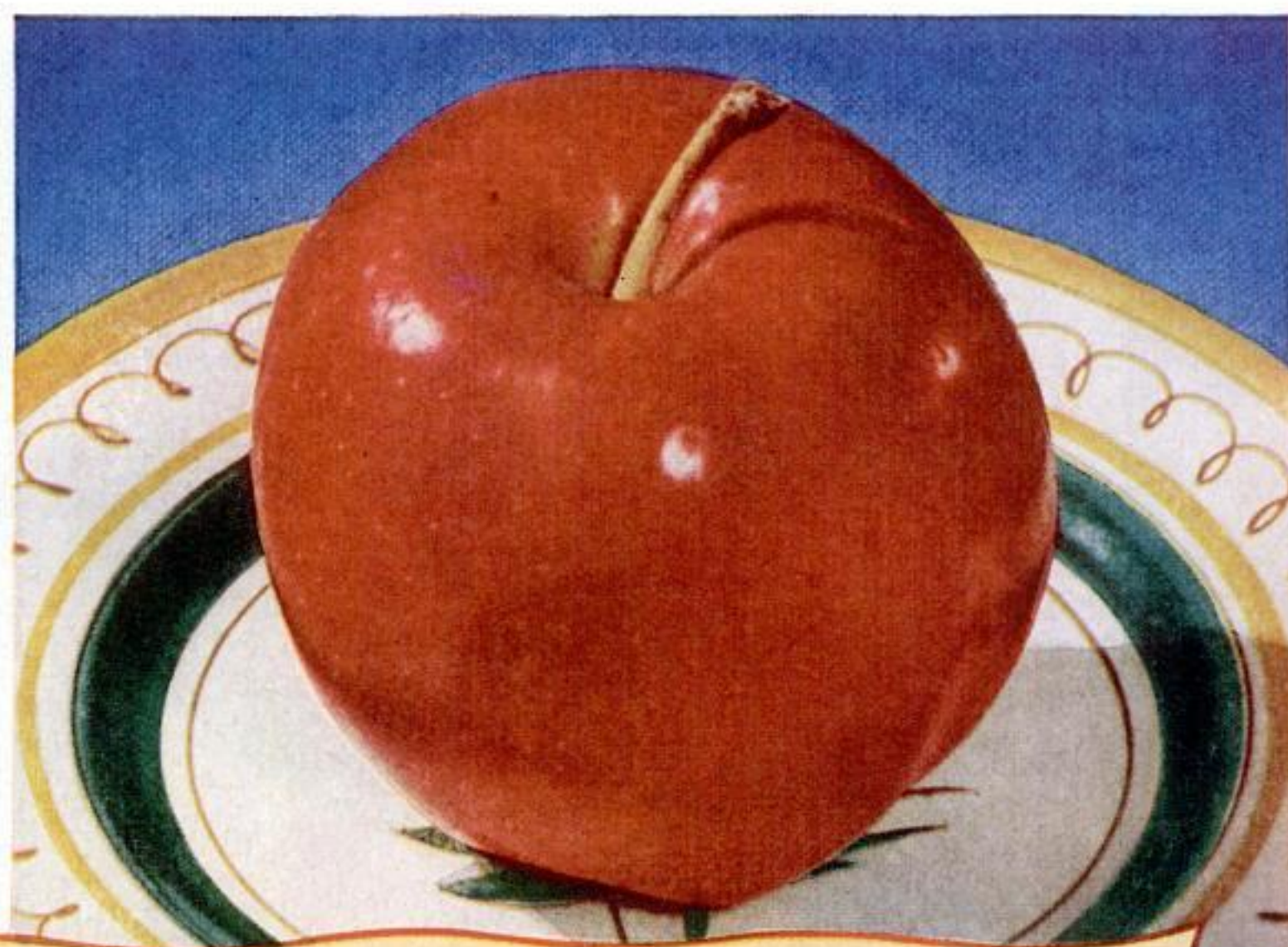
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AS BRIDEGROOM, Magsaysay was photographed with the former Luz Banzon in Manila in 1933. Bride's well-to-do father stands next to Magsaysay.

MAGSAYSAY CONTINUED

transportation business. In the uniform of an exclusive girls' boarding school, 17-year-old Luz Banzon came tripping into the company office one day to collect a bill for a transaction between her father and Yango.

Young Magsaysay, who was in overalls and covered with grease, instantly set about bridging the social gap. He drove Luz back to her school and the following Sunday appeared at the school in his modest best, advising the directress that he was Luz's brother, just up from Bataan for a visit. When her parents learned of the clandestine romance and called their daughter home, Ramon followed in a company car and managed to ingratiate himself with the senior Banzons. After a year of rather inconclusive courtship, Magsaysay one day banged his fist on the Banzon dining table and issued an ultimatum to Luz: "I am tired of all this. Is the answer yes or no? Tell me tonight or I am never coming back again." Luz surrendered like a cornered Huk and they were married on June 10, 1933. At that point Magsaysay's salary was 150 pesos (\$75) a month.

His business career, placid and marked by gradual promotion (to branch manager), was interrupted by war. The war came to Magsaysay in the person of a U.S. Army officer who requisitioned his branch's 110 trucks. Magsaysay found it hard to let them go unaccompanied, and the Army was glad to have an expert mechanic. By the time the Army, the trucks and Magsaysay had been backed into Bataan peninsula, the young mechanic had conceived an implacable hatred for the Japanese. One night he slipped through the enemy lines into the Luzon hills.

Bataan fell, and for three years Magsaysay fought with the guerrillas against the Japanese and their Filipino collaborators—including puppet president José Laurel, who is now his sponsor. In January of 1945, after U.S. troops invaded Luzon, Magsaysay's guerrillas secured the Zambales coast, making it possible for American soldiers to land in that area unopposed.

But for General Douglas MacArthur, Magsaysay might then have gone back to his transportation company and the Hukbala-haps might today be ruling the Philippines. Impressed by reports on the guerrilla leader, MacArthur appointed him military governor of his native Zambales. (Dr. Laurel, meanwhile, had been imprisoned in Japan.) A year later Magsaysay turned over the province, cleaned up and in working order, to the Philippine Commonwealth, and took off his uniform. But by now he had been bitten by a powerful bug. Running a province was more interesting than running a fleet of trucks, and helping run a nation might be more interesting still. Magsaysay filed for congress from Zambales and in April 1946 was elected.

In only three years after World War II the Philippines had three presidents. Sergio Osmeña, who succeeded to the office on Quezon's death, was beaten in the 1946 election by Manuel Roxas. Then Quirino became president when Roxas died. During this time the corruption spawned by war and occupation gradually infested the executive and legislative branches of the government. But Magsaysay was one of a minority of congressmen who could not be bribed or influenced. This did not make him popular with most

CONTINUED ON NEXT PAGE



The age-old secret of smooth, firm skin! "It is well established that men who sort wools in the grease form . . . develop very soft hands," says F. Eugene Ackerman, President of the Wool Bureau.

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For centuries, people have known that men who tended sheep had amazingly firm, smooth hands. Yet this went against all common sense: *How could these men, tending flocks in chill blasts and scorching sun, have skin so clear and smooth?*

And then someone came up with the answer! "A mysterious natural substance in the fleece of lambs and sheep acted to prevent irritation in human skin."

Concentrated skin benefits!

Now scientists confirm that discovery and concentrate 25 times as much of this beneficial substance in a new ingredient—LANOTRATE²⁵.

With active LANOTRATE²⁵, found only in the new Williams shaving creams, you:

1. Actually increase water's ability to penetrate and soften stubborn stubble—for closer shaves . . .
2. Protect your skin with a lubricant coating that eases the razor across your face—for faster shaves . . .
3. Leave active LANOTRATE²⁵ on the face—easily absorbed, to condition your skin for shaves to come.

Buy the new Williams *Lather, Brushless*—or the new Williams *Instant Lather* in the pressure can. See how your razor *glides* across your cheek!

Special introductory offer

Buy the new Williams today. If you don't agree that it is what you have wanted for years, mail the partially used container to us and we'll send you *your money back, plus postage*.

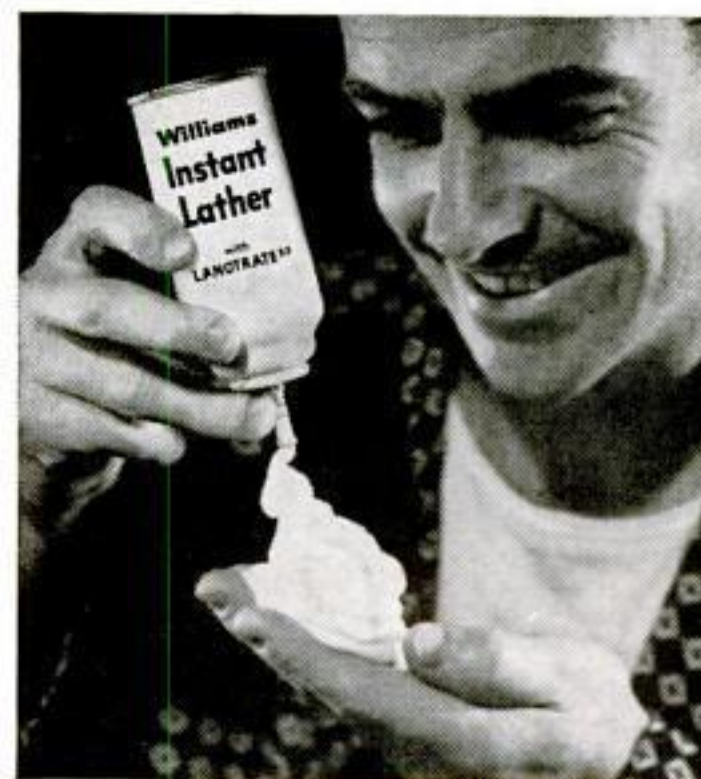
251 skin specialists acclaim use of new LANOTRATE 25*

Registered skin specialists were asked what they thought of the New Williams Shaving Creams. 90% of those replying approved the inclusion of LANOTRATE²⁵. Here are typical replies: (Actual letters.)

"Leaves no abrasions, no burning, gives 'soft-skin' feeling following a clean, close shave." . . . M. D., Waterbury, Conn.

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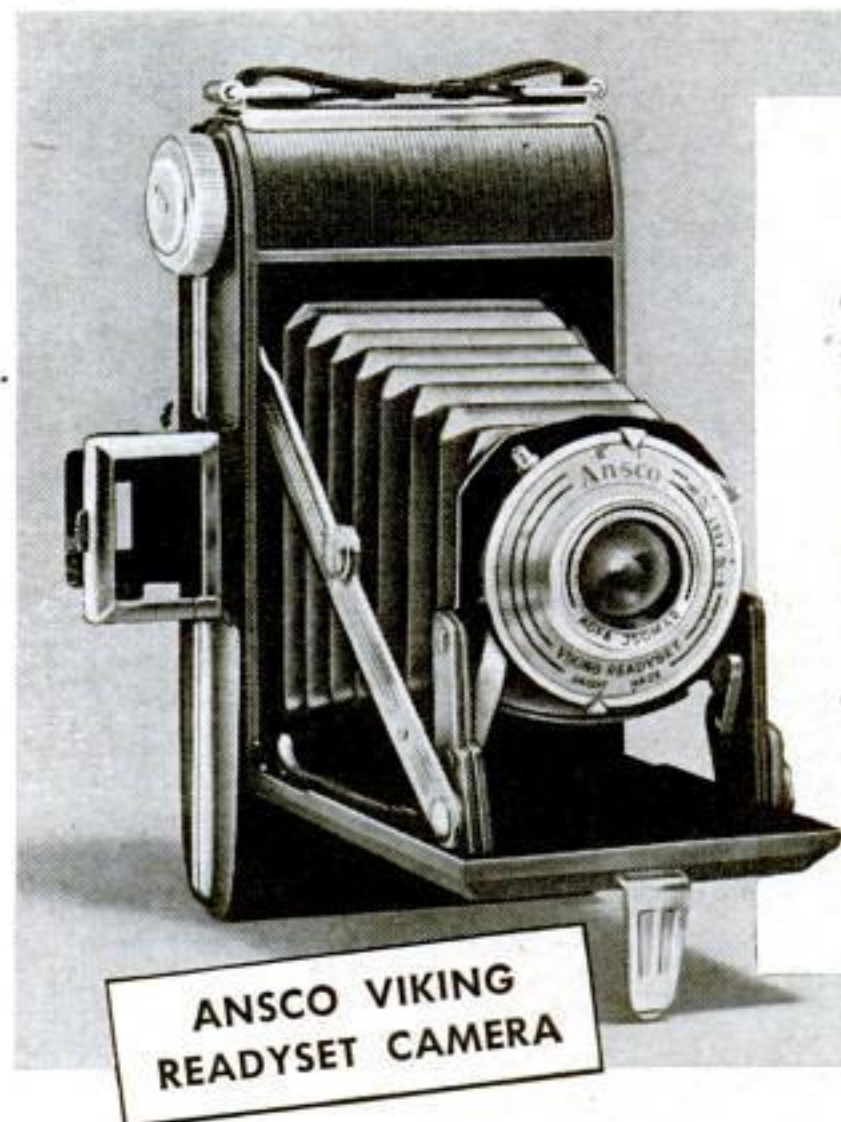
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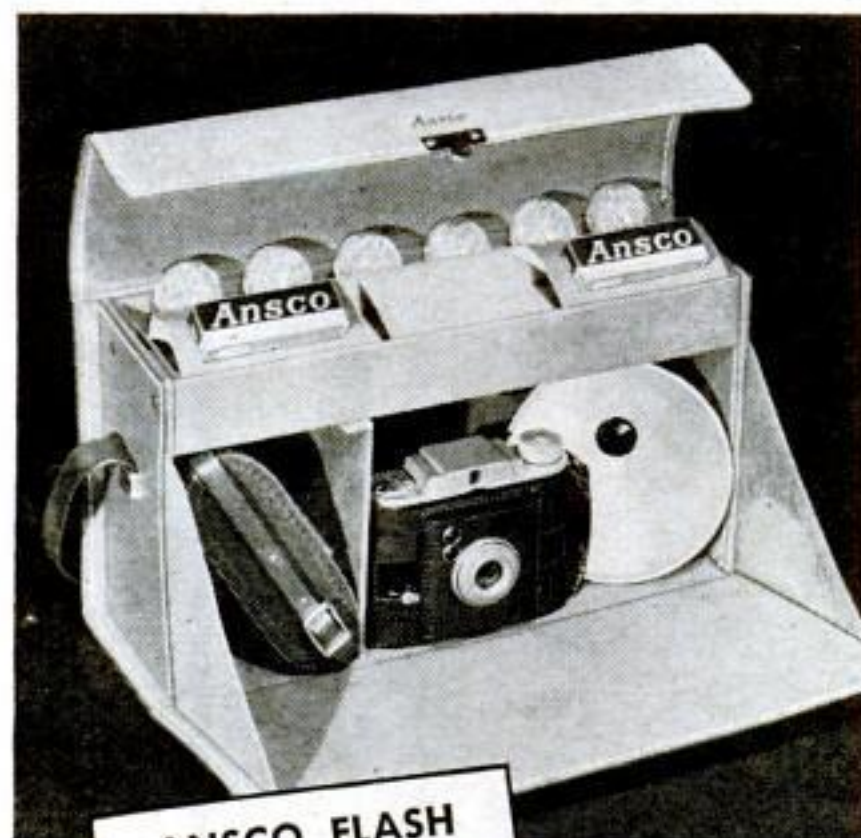


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"From Research to Reality."



AS HUKS' NEMESIS, Magsaysay personally led troops into jungle hideouts. Here he is directing roundup of rebels whose position was exposed by a spy.

MAGSAYSAY CONTINUED

of his colleagues, but the Manila press repeatedly listed him among the 10 best congressmen.

Yet he was still comparatively unknown outside Manila and his native Zambales when he was appointed defense secretary. In the first days of his big new job there was no applause. The army and constabulary were confident this "ignorant guerrilla" never would penetrate their carefully contrived cocoon of red tape. They were wrong. Magsaysay quickly discovered that although he could not demote an officer without trial, he could promote good officers who were fighting the Huks and relieve bad ones who were not. Then the new broom really began to sweep. At the same time Magsaysay got out a list of rewards for Huks, dead or alive, and promised each rebel who surrendered a fresh start on 10 hectares (about 25 acres) of land on the island of Mindanao.

A committee of frightened generals soon protested Magsaysay's wholesale army shifts. "You are kicking out too many officers and men," they said. "You will demoralize the army!" To which Magsaysay replied, "I don't care. If they are bad I will demoralize them some more." Then he relieved two of the protesters. With the discreet support of the U.S. ambassador and the chief of the U.S. Military Mission, Magsaysay pressured Quirino into getting rid of the politicking army chief of staff, General Mariano Castaneda, and the equally notorious boss of the constabulary, Brigadier General Alberto Ramos.

Until Magsaysay became secretary of defense it was axiomatic that the people in the provinces feared the army and what it would do to them almost more than they feared the Huks. Magsaysay set out to change that attitude. "We must prove that the army is a protector, not an oppressor," he said. "We can't win this war without the people's help." Civilians with complaints against the army were encouraged to come to him directly. Soon his house and office at Camp Murphy were overflowing with housewives complaining that soldiers had swiped a chicken or farmers protesting that a detachment of troops had tramped through their rice fields. Within a few months it could be said that by and large the people were fully cooperating with the army in the anti-Huk campaign.

To make sure that army reform was pressed at all levels, and that Huks were attacked on all fronts, Magsaysay began darting about the islands in a C-47. He usually descended from the sky without warning and his actions on the ground frequently were comparably dramatic. At one post Magsaysay and his aide found a single sleepy sergeant had been left to guard the ammunition and supply dump. They promptly captured the sergeant and then sent for the commandant. "Colonel," Magsaysay said, "we could easily have been Huks." Then he relieved him.

If Magsaysay was a frightening figure to dead-wood officers, he was very nearly a hero to their men. "It is the soldier who carries the gun and risks his life," he once said. "I must treat him like my own son." To improve troop morale Magsaysay wrote personal letters of commendation to every enlisted man who had killed a Huk, and for this achievement a one-stripe promotion was automatic.

He was just as quick to reward conspicuous honesty in the face

CONTINUED ON PAGE 111

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coated. Spread on paper
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flavor-spun into tender shreds,
toasted to sunny crispness... won-
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time to enjoy them each day...
those delicious flavors you get in
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vitamin B₁, niacin and iron supplied
you in these two delicious cereals.

Other delicious Checkerboard Cereals... Instant Ralston, Regular Ralston

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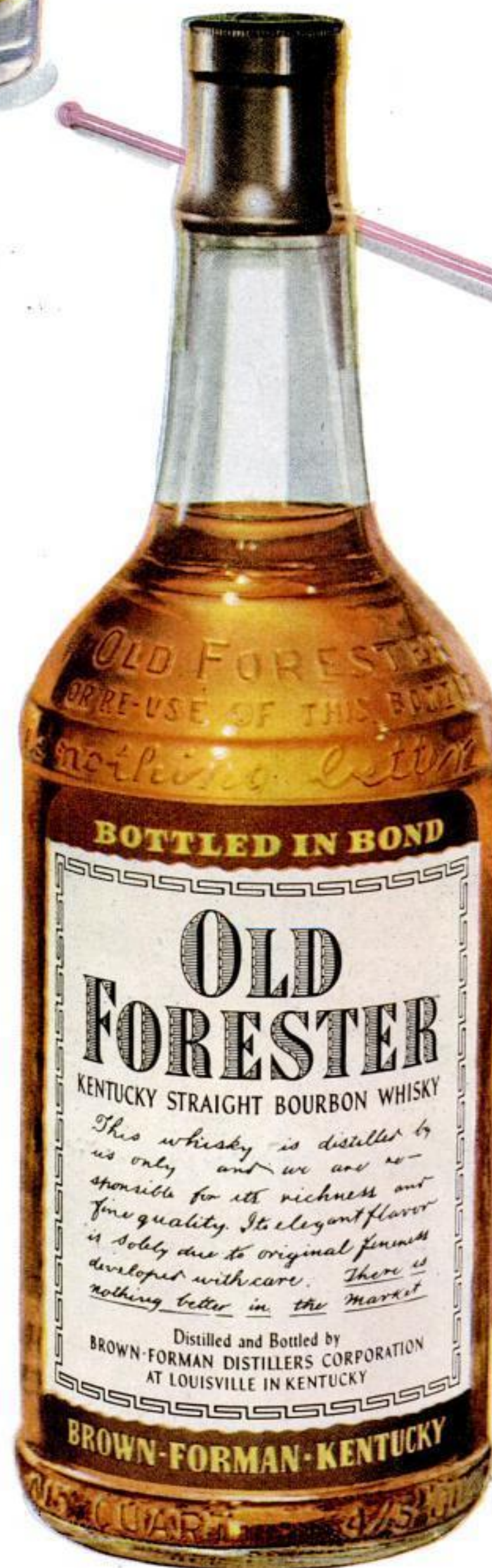


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of temptation. One night at a Malacañan Palace dinner for diplomats, Magsaysay broke into the state dining room carrying two immense sacks of pesos and followed by a frightened captain in battle dress. Going to Quirino's table, he deposited the money before the chief executive and announced, "Mr. President, I have here an officer who has just turned down a bribe of 150,000 pesos offered to him if he would agree to forget that he had found an illegal ammunition cache. I thought you'd like to know him." Amid rousing applause the urbane Quirino rose to his feet, shook the captain's hand and commissioned him major on the spot.

Nothing makes Magsaysay's dark eyes gleam and his whole expressive face light up as much as a situation replete with spies, aliases and intrigue. Regularly for a month after he became secretary, Magsaysay slunk up some of Manila's darkest alleys to hold secret trysts with a group of disaffected rebels. Out of these negotiations, conducted wholly by an unarmed Magsaysay working alone, came his first and biggest coup: the simultaneous arrest in Manila of about one half of the members of the local Communist Politburo. The remaining Huk leadership at large quickly retired to the hills.

Magsaysay early recognized the need to infiltrate into the Huk organization. No stratagem was too devious for him to try. He set up spy schools. He persuaded numerous captured Huks to "escape" and rejoin their outfits, to serve thereafter as his agents. Magsaysay became very fond of his captured and reformed Huks. Last summer he organized and armed a "civilian commando" detachment composed almost entirely of ex-Huks who later pulled off his second most spectacular coup, the capture and killing of Huk commander Guillermo Capadocia. To date no captured Huk has ever turned on Magsaysay.

The Huk movement has not yet been liquidated. It probably cannot be until a number of basic reforms are put through. But the Huk army is now about an eighth of the size it was three years ago, and it functions only in bad weather, at night, and high up in the mountains. Most of the main roads are safe, and a Huk ambushade has become a rarity instead of an everyday occurrence.

Through it all, however, Magsaysay realized that any decisive victory would take more than bullets. That is the issue on which he has broken with Quirino and launched his own presidential candidacy. When he visited Washington last year, Magsaysay told U.S. State Department officials, "We have to destroy the raw materials of the Communists, in other words give land to the landless. The alternative is to use more ammunition to kill more Huks. I prefer to convert them." This moved one official to remark later that "Magsaysay gave us a lesson not only in shrewdness but also in Christianity."

Land—and Huk—reform

TO carry out his thesis Magsaysay ventured far afield from purely military duties. The most remarkable venture was the Mindanao resettlement program which originally was considered silly in the U.S. and elsewhere. Magsaysay wheedled out of a reluctant government a large tract in the underpopulated southern island and established several hundred onetime Huks there. Thousands more have surrendered in response to his promise that he eventually will get them land. Actually, the Mindanao colony is only a sort of "pilot plant." Niggardly appropriations have limited the number of persons who can be resettled. Besides, as Magsaysay himself has pointed out, resettlement should hardly be the function of the army. What the Mindanao project has proved, to Magsaysay if not to his former colleagues in the Liberal party, is that land reform is vital to Philippine security. As president, Magsaysay would be in a position to open up undeveloped government-owned land to homesteaders.

Approximately seven million hectares of land suitable for agriculture (roughly the size of South Carolina) are available on the islands of Mindanao, Mindoro and Luzon. Magsaysay envisions a program of basic development at government expense to equip this territory with road systems, electricity, sanitation systems and running water. At his Mindanao project Magsaysay has proved that on a small scale such a program need not be prohibitively expensive. Could it be done nationally? Magsaysay's answer is yes—it all depends on knowing how to use money that is available. "Some people can buy more with five pesos than others with fifty," he says.

In announcing that he would endorse Magsaysay for the Nacionalista nomination for the presidency, José Laurel said, "I wasn't looking for a wise man or a sage. I was looking for an honest man with guts." There are at least some thoughtful Filipinos who

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MAGSAYSAY CONTINUED

question whether honesty and guts, though in themselves essential, are enough to qualify a man for the presidency of a modern nation. They point to a number of fairly serious flaws in Magsaysay the candidate.

One of these is a limited intellectual curiosity. Magsaysay is not a reader, and his interests do not extend beyond the Philippines. He is scarcely aware of the identities of European politicians or of the boundaries of European states. Another is his attitude toward civil rights; he has shown little respect for due process of law during his tenure as secretary. At Magsaysay's behest President Quirino suspended the writ of habeas corpus in 1950, and it has not been fully restored. "When I've decided to punish someone who deserves to be punished nobody can stop me," he said on one occasion. "Nobody! I will send my own father to jail if he breaks the law."

But in the light of Magsaysay's great popularity, it is unlikely that this defect—or the political disabilities mentioned earlier—will seriously harm his candidacy. One canny Filipino observer, who in the past has been a Quirinista, believes Magsaysay's chances are "at least 95%." He also doubts that Quirino will attempt any use of fraud or force—"the army is loyal to Magsaysay," he says. Other Filipinos agree with this judgment, qualifying it only by saying "from the rank of major down." If an attempt is made to use the army against Magsaysay, a neutralizing factor may be NAMFREL—the National Movement for Free Elections. This is an alliance of the many civic organizations that have burgeoned through the Philippines. The Veterans Legions, a group of idealistically minded former guerrilla leaders, was instrumental in the formation of NAMFREL and is not likely to react passively if any wrong is done Old Guerrilla Magsaysay. A major attempt at election fraud could very well lead to civil war.

In 1951 Magsaysay made several speeches in Zambales in behalf of his party's congressional candidate. To one gathering he said, "It's a shame that there are some places in the Philippines where all a candidate has to do to sew up 100,000 votes is to make a deal with 20 men. That's no good. In Zambales a candidate has to make 20,000 different deals to get 20,000 votes. That's better." In the presidential campaign Magsaysay probably will be driven by conscience to attempt 20 million deals with the 20 million residents of the 7,000 islands. At this point it looks as though most of the deals are already made.

Certainly President Quirino will conduct a fierce campaign against the man he openly says is "getting too ambitious." And just as certainly Magsaysay will fight back with equal ferocity. But however rough, or even bloody, the battle may be, Ramon Magsaysay will fight it in the show window of Asia, with all the world looking on.



AS TALISMAN FOR FUTURE, a rosary is presented to Ramon Magsaysay, who is a devout Catholic, by the Nacionalista Party leader, Dr. José Laurel.

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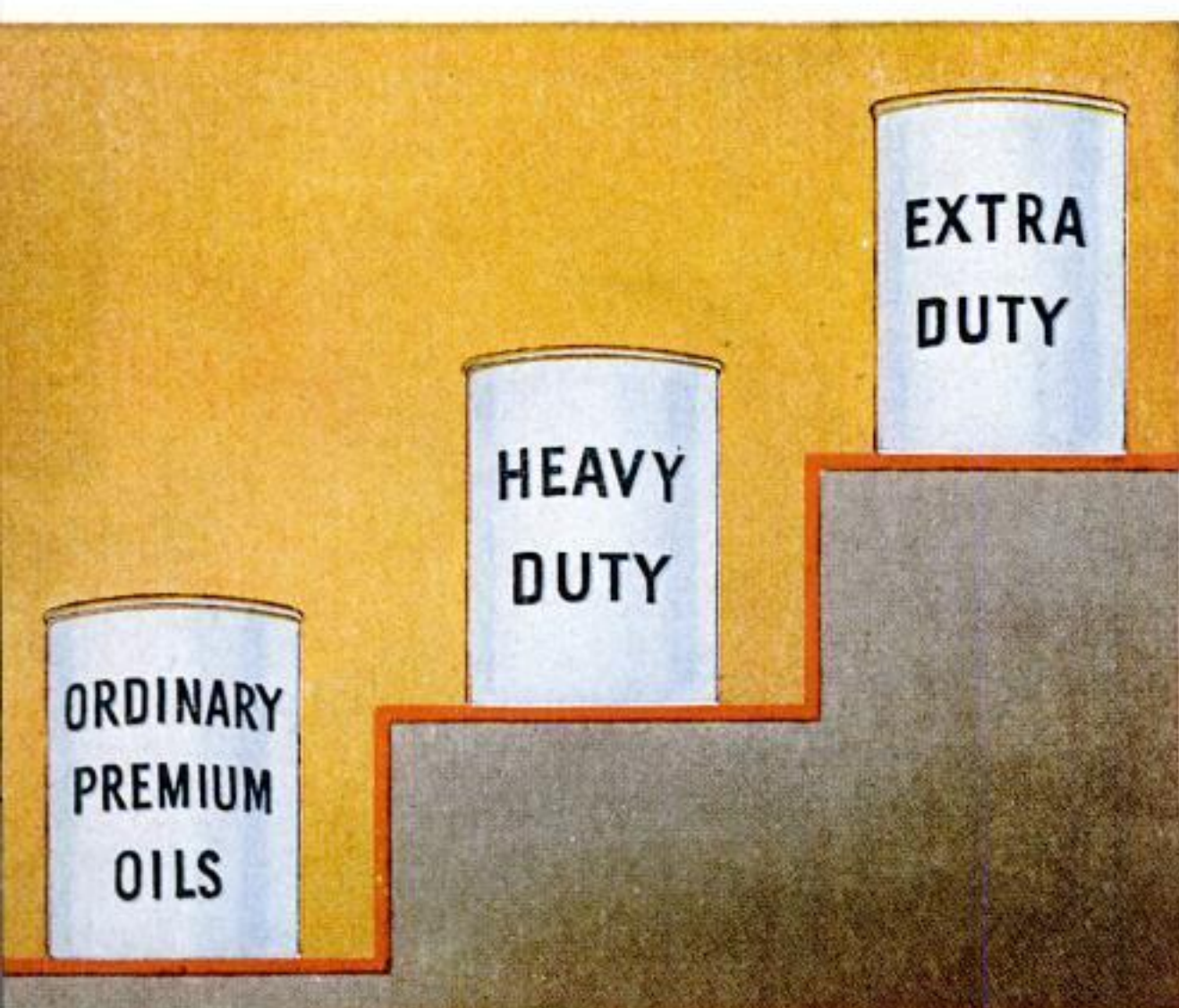


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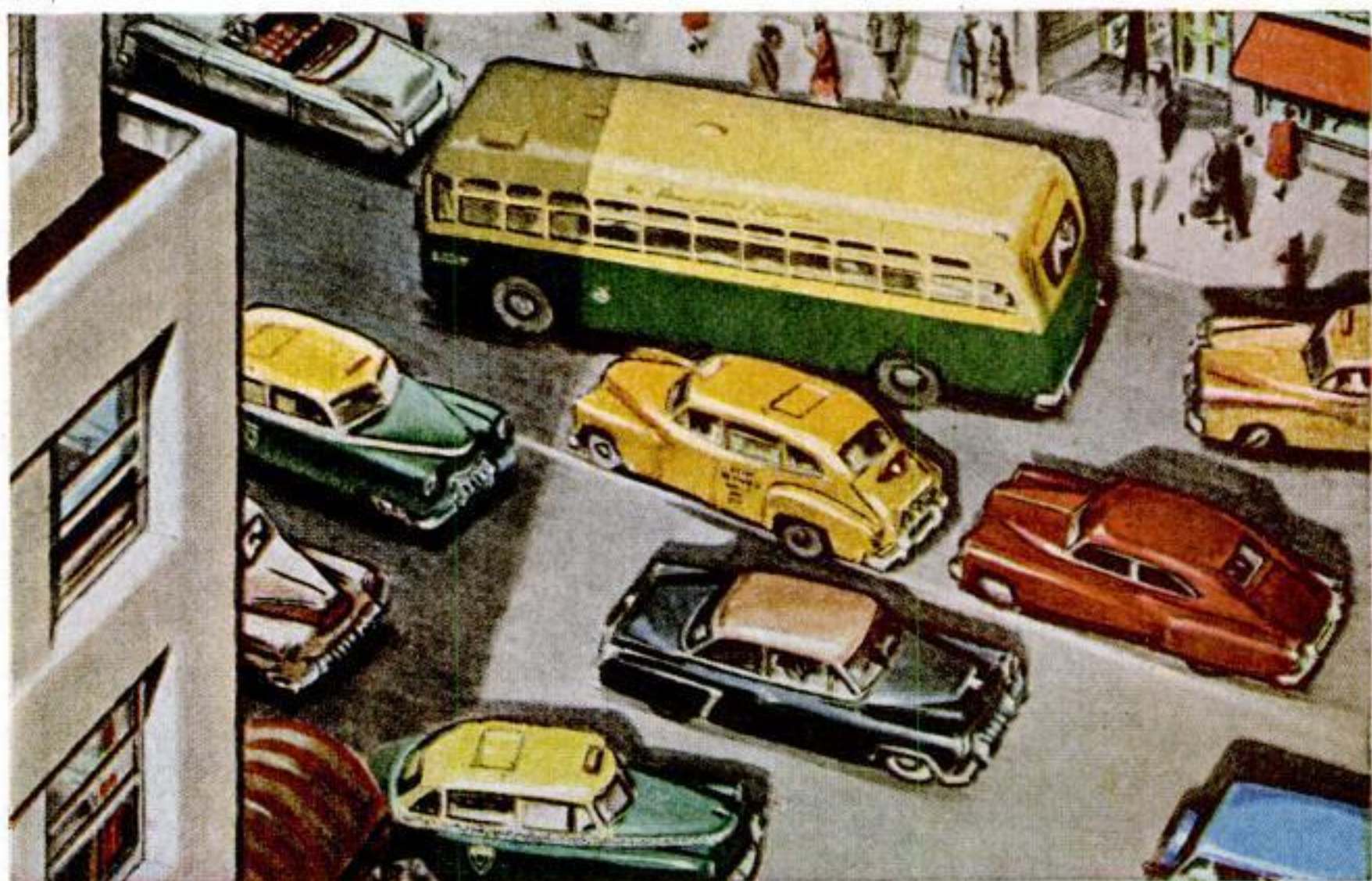


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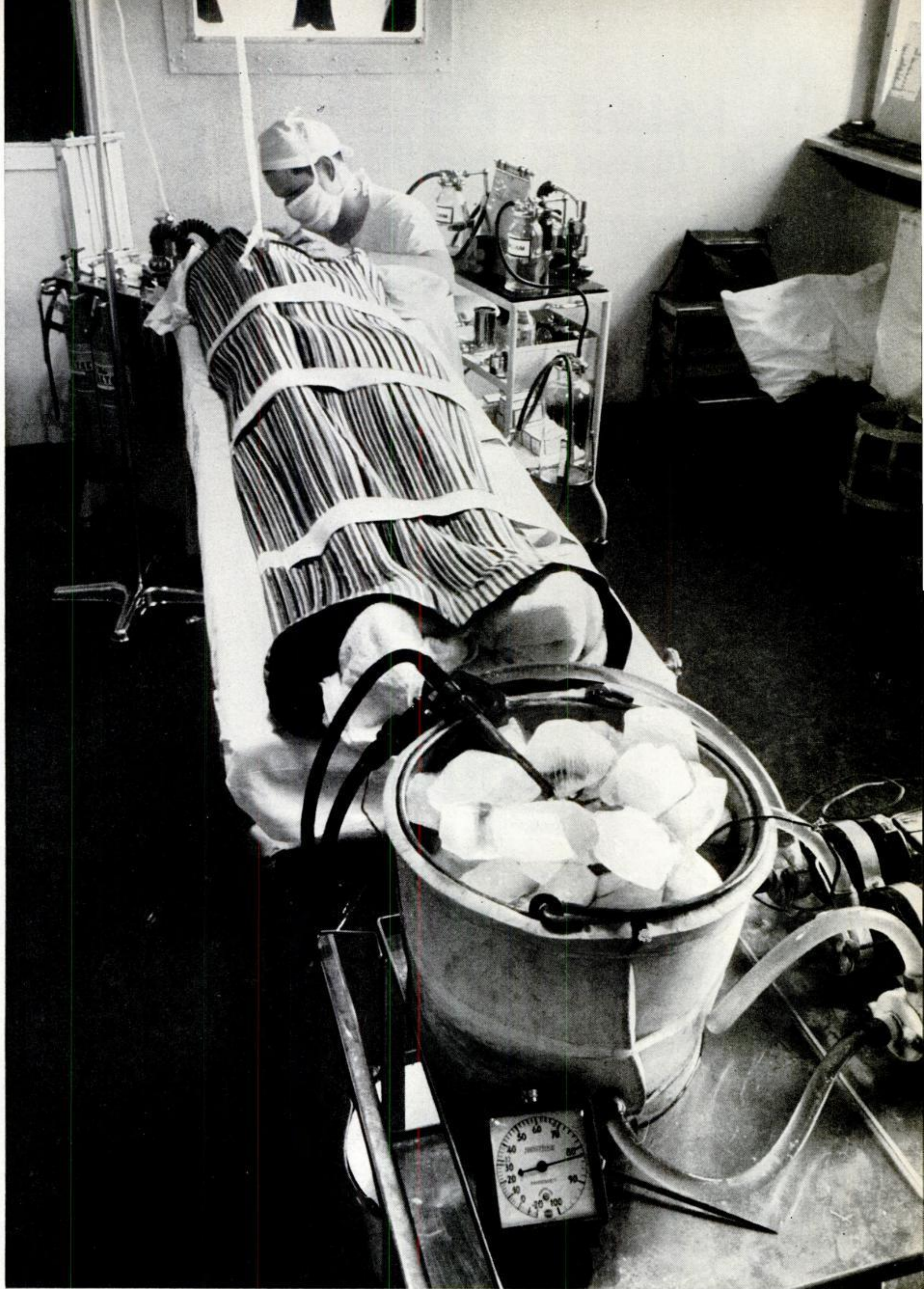


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Louisville, Kentucky

NO OTHER BOND CAN MATCH THAT KENTUCKY TAVERN TASTE

DURING "FREEZING" girl lies in a refrigerating blanket while salt water cooled in the ice tub runs through it. An anesthesiologist keeps watch. Thermometer (bottom) shows her temperature is 82°F.



'DEEP FREEZE' SURGERY

Philadelphia surgeons lower a girl's temperature 20° so they can open her heart and repair leak

Ever since she was a baby Maryann Ferrante had had a hole inside her heart as big as a man's finger. Through it her blood sloshed from one ventricle to the other. Ordinarily, opening 14-year-old Maryann's heart and repairing the leak would have been out of the question. She would either bleed to death while surgeons groped blindly to fix the hole or—if her circulation were cut off during the operation—she would suffer permanent brain injury.

Last month at Philadelphia's Hahnemann Medical College and Hospital, Dr. Charles P. Bailey decided to try a new "deep freeze" method of surgery on Maryann to avoid these hazards. First Maryann was anesthetized, wrapped in a refrigerating blanket. As cold salt water circulated through the blanket and out to a cooling tub of ice, her temperature slowly fell from a normal 98.6°. After two and a half hours it stood at 76° and the surgeons opened Mary-

ann's chest to expose her slowly beating heart.

Then, since the "deep freeze" had slowed her metabolism to the point where her brain and body could stand several minutes without blood, they tied off the blood vessels from her heart, sliced it open. Inside they found the hole and stitched it shut (*next page*). After closing the incisions in heart wall and chest they warmed up their patient (*p. 130*) who for the first time had a normal, nonleaking heart.

FALSE TEETH

Often Have a Certain Odor!



1. When you whisper—Denture Breath may tell everyone you wear false teeth.

2. When you laugh, the odor of Denture Breath is not so funny to those around you!



3. Soak plates daily—15 minutes or more—in a fresh solution of Polident and water.



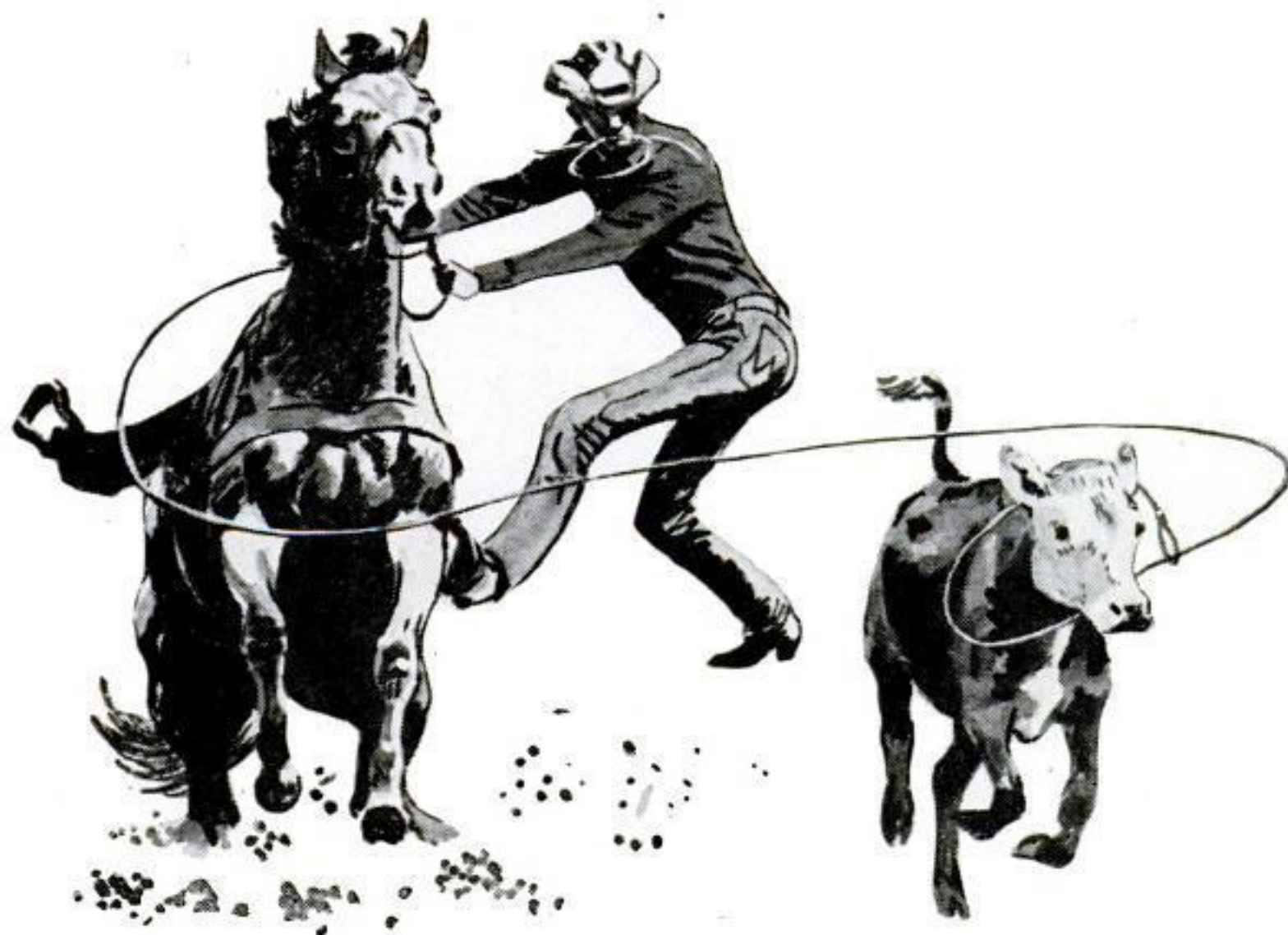
4. Smile—and know that you can't offend. No Denture Breath—thanks to Polident.

Without harmful brushing, Polident cleans your false teeth—as no soap or toothpaste can. Polident is guaranteed to be the safest, quickest, easiest way to keep plates naturally white, fresh and odor-free or *your money back*. Get Polident today.

World's Largest Selling
Denture Cleanser

POLIDENT

Recommended by More Dentists Than Any Other



WRANGLER jeans, jackets, shirts have that real Western cut—and they're ready for rough and tumble wear. That's why five of the last six all-around world rodeo champs* wear them!

Wranglers fit—they're Sanforized to keep on fitting. Jeans have handy zipper closure that won't warp or buckle. Heavy 11-oz. denim. Just try to wear them out! Jeans for men, \$3.69; youths, \$3.49; boys, \$2.79. Men's jackets, \$4.29; shirts, \$4.29. Women's jeans (8 oz.), \$2.98; girls', \$2.79. Money-back guarantee! **Blue Bell, Inc.**, Greensboro, N. C., World's Largest Producer of Work Clothes. *RCA Ratings



'Deep Freeze' Surgery CONTINUED



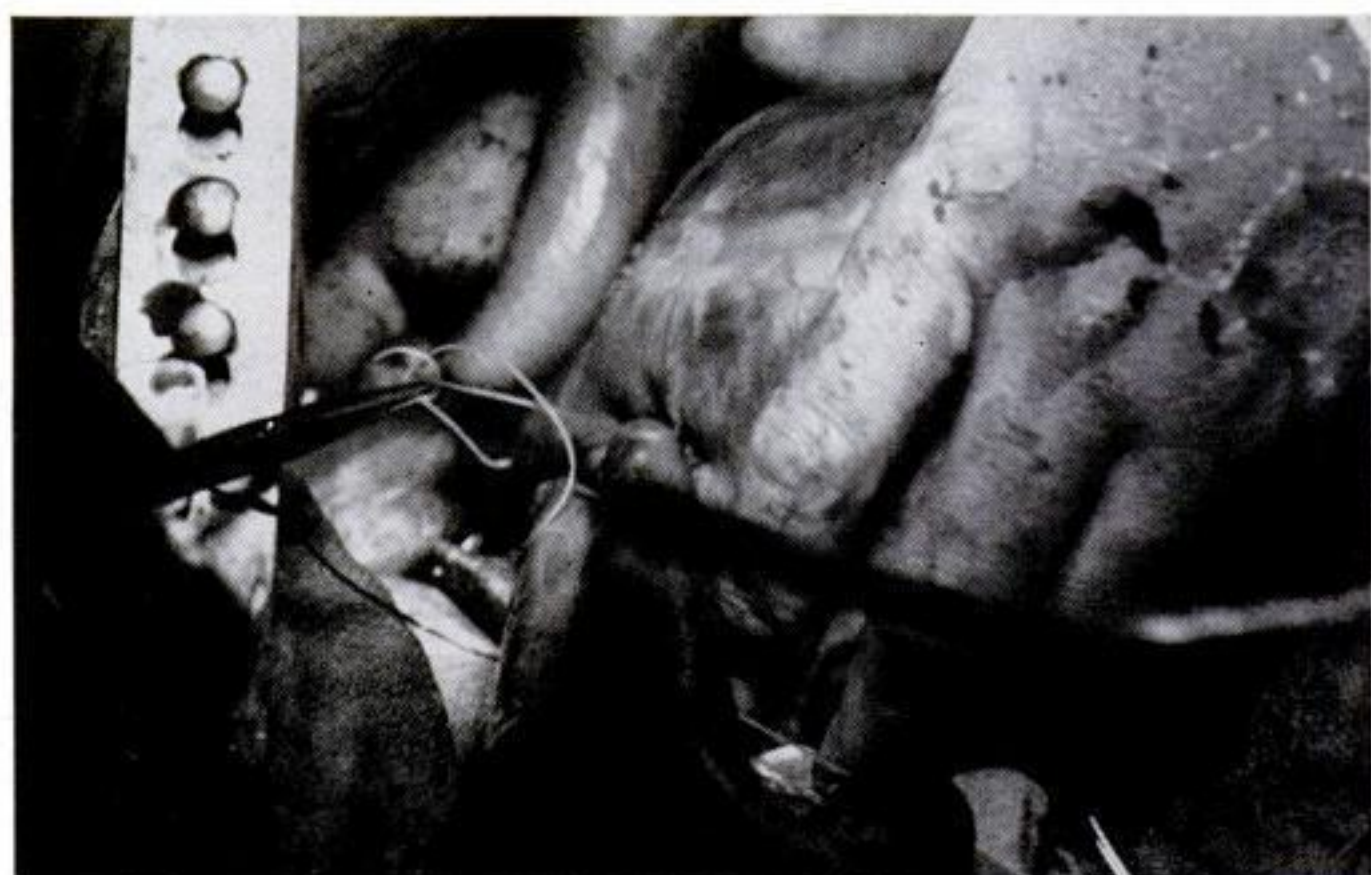
BEATING HEART is exposed by opening chest, holding ribs apart with spreaders (left of heart). Here sac around heart has already been cut open.



HEART'S INTERIOR is seen through incision made in thick outer wall. Tube is pouring saline solution over the opening to prevent entrance of air.



STITCHING HOLE in inner wall, surgeon's index finger follows progress inside heart as sutures are pulled taut by clamp (top) held in other hand.



RESTORING BEAT when heart suddenly lost regular rhythm, surgeon massages it. Inner hole is now patched, incision in outer wall partly closed.

CONTINUED ON PAGE 130

New, Revolutionary MITCHELL Room Air Conditioner ***DOES BOTH!***

COOLS when it's hot!
HEATS when it's cold!



ENJOY YEAR 'ROUND COMFORT
WITH MITCHELL'S EXCLUSIVE

Weath'r-Dial



**YOU CAN USE THIS
DUAL-PURPOSE ROOM
AIR CONDITIONER TODAY!**

PRICES AS LOW AS \$229.95*
ON THE EASIEST OF BUDGET PLANS

No other room air conditioner gives you
DYNA-COOLING for extra summer comfort!

With simple finger-tip control just
Weath'r-dial the exact indoor weather
you want. A Mitchell cools, dehu-
midifies, night cools, filters, circulates,
ventilates, exhausts, and is tip-toe quiet!

*For the 1/3 H.P. model. Available also in 1/2, 3/4 and 1 H.P. capacities. ALL MODELS INCLUDE HEAT AT NO EXTRA COST.

No other room air conditioner provides
DYNA-HEAT at no extra cost to you!

Just Weath'r-dial a flow of instant heat
as easily as dialing your radio. This
extra, revolutionary Mitchell feature is
yours at the price you would normally pay
for a summer room air conditioner alone.

MITCHELL

MANUFACTURING CO.

Write today for free booklet about the dual-purpose MITCHELL Room Air Conditioners.

There's a Mitchell dealer in your neighborhood!



2528 CLYBOURN AVENUE • CHICAGO 14, ILLINOIS Consult the classified pages of your telephone directory under Air Conditioning and Refrigeration Dealers

This drycleaning miracle
now available
to YOU at
no extra cost!



Sta-Nu
FINISHING
PROCESS

used and recommended for years
by leading clothing manufacturers

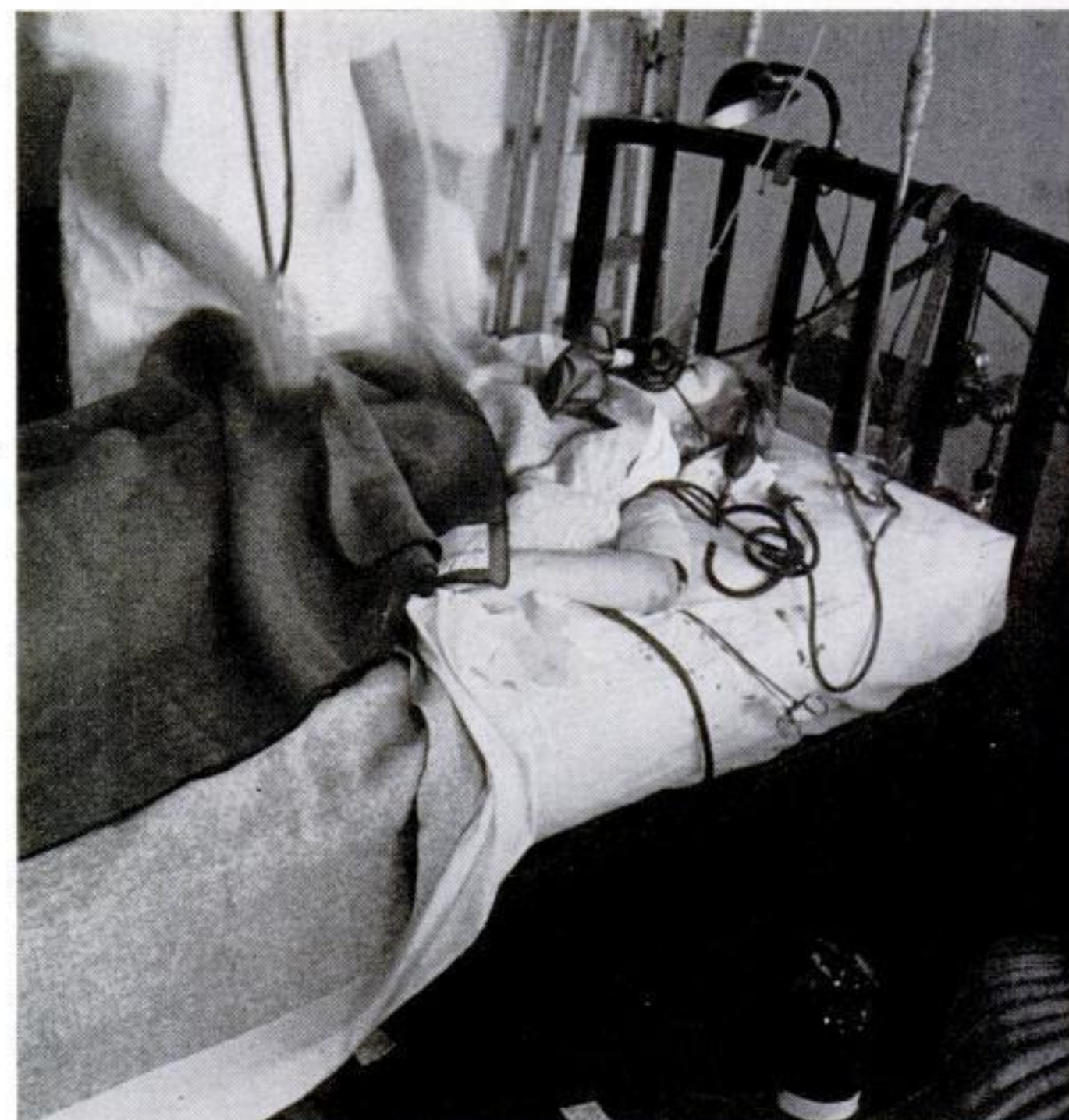
Unretouched photograph

Makes clothes look and feel new again!

Sta-Nu restores original textile oils lost through wear and drycleaning. Fabrics feel lively, soft, cashmere-smooth. Colors look brighter. Clothes drape properly, resist creases and dirt. Wrinkles hang right out—even after crumpling or packing!

STA-NU CORP. • 110 S. Dearborn, Chicago 3, Ill.

Available only at drycleaners
displaying this emblem...



WARMING UP after "deep freeze" operation, Maryann lies unconscious in an oxygen mask as doctor piles on more blankets. Warm-up took four hours.

A GAMBLE FOR A NORMAL LIFE

"When I was a baby I was taken to at least 10 well-known heart doctors," Maryann recalls. "I was very sickly and had double pneumonia three times. One doctor predicted I would die when I was 8, another said I'd die in my teens." Yet Maryann, taking things easy, clung to life. She was a pretty 14-year-old when her mother heard about the heart surgery done at Hahnemann Hospital. But she was weak and listless, for the hole in her heart was mixing carbon dioxide with the oxygen-carrying blood being pumped out to her body. Maryann readily agreed with the surgeons that they should try a radical operation. "They told me if I didn't, it would be impossible to lead a normal life," she said. Last week, nearly recovered from the surgery that gave her a sound heart, Maryann returned for a checkup (below). "I feel fine," she reported to the doctors. "And my breathing is much better now."

Enjoy America's Party Drink!

PAR-T-PAK®



PAR-T-PAK
FULL-FLAVOR BEVERAGES

Extra zip in
every sip! Full quart
serves six!

BY THE MAKERS OF ROYAL CROWN COLA AND NEHI BEVERAGES

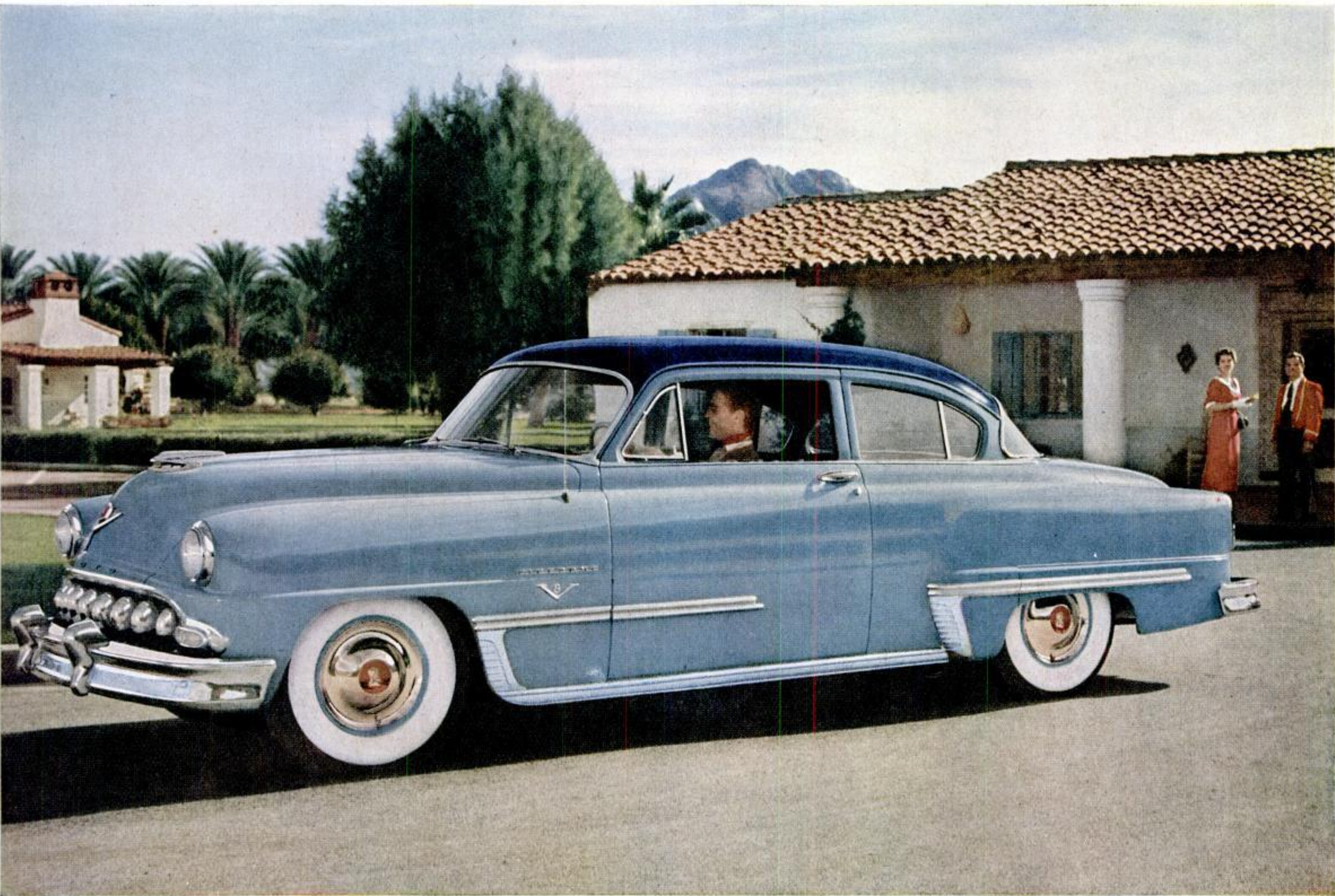


RETURN VISIT brings Maryann back for a talk with surgeons and medical director, Dr. Charles E. Price (left). She hopes to be back in school next week.

Here's why it takes

80% less effort to *steer* this new DESOTO and

50% less effort to *stop* it!



Both the Fire Dome V-8 and the Powermaster Six are now on display

Let's assume that you've just stepped into a new De Soto. You turn the ignition key—and you're off for your very first ride in this much-talked-about car.

Probably the first thing you notice is that you can turn the steering wheel with one finger—even at a standstill. "Hydraulic muscles" go to work the *instant* you start to turn, eliminate 80% of the work. The very gentlest pressure on the wheel masters bad ruts, soft shoulders, vicious crosswinds. This *Full Power Steering* makes parking easy as dialing a telephone.

The accelerator gives another surprise. Press it, and you feel the surge of the 160 h.p. Fire Dome V-8. All the power you can ever

use—from the world's most powerful, most *efficient* engine design.

And when you apply the brakes, you sense a totally new safety. "Jamming on" is past history. These are Power Brakes, and take *half* the usual pedal pressure.

Notice, too, the new "low-contour" styling—so beautiful, and so *practical*. You get a better, safer view all around. Notice the comfort of chair-high seats. Notice the extra *roominess* everywhere.

See De Soto, drive De Soto, soon! The motoring advancements it offers are so important, all motorists will one day take them for granted. They can be yours—now!

De Soto Division, Chrysler Corporation.



Whether you choose the mighty De Soto 160 h.p. Fire Dome V-8 (world's most powerful engine design), or the popular Powermaster Six (the engine with a million friends), you'll enjoy the satisfaction of having vast reserves of power. And with both you have the operating economy of *regular* gas.



A Care-Free Kitchen is the heart of Your

WITH THE NEW CROSLEY



YOUR MESSIEST JOB
IS SWIRLED
AWAY FOR LESS
THAN 10¢
PER DAY!

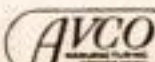
Revolving SwirlClean Tray

gets dishes, glasses
and silver
REALLY CLEAN!

Here's the dishwasher that's different—better—more wonderful! The sensational Crosley Revolving SwirlClean Tray is making dishwasher history—there's never been anything like it before! It assures completely clean—*really* clean—dishes. There's no chance of dishes on lower rack "blocking off" cleansing spray from dishes above because the SwirlClean Tray gently *rotates* through the whole washing and rinsing cycle. And what convenience! That revolving tray makes it easier to load, too—just turn it around to put dishes in. And both racks glide back and forth for loading—no "lifting out" or reaching inside. And note

the clever way the Crosley Dishwasher-Sink Combination is designed for natural right-to-left usage. It's the perfect start for your All-Crosley Care-Free Kitchen—a perfect complement to the handsome Crosley Wall and Base Cabinets, the famous Shelvador® Refrigerator and Shelvador® Freezer and the superb Crosley Electric Range. Start *your* Complete Crosley Kitchen with the Crosley Dishwasher—*today!*

CROSLEY

Division  Cincinnati 25, Ohio

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Home...SO SET YOUR HEART ON A Crosley Kitchen

AUTOMATIC DISHWASHER!



THESE BEAUTIFUL WORKSAVERS CAN BE YOURS ON EASY TERMS TO FIT YOUR BUDGET. ASK YOUR CROSLY DEALER ABOUT IT!

- 1 4-Door Utility Cabinet gives you space for cleaning materials, vacuum cleaner, and brooms.
- 2 Crosley Wall Cabinets can be used together in dozens of combinations.
- 3 "What-Not" shelves provide a delightful finish for cabinet ends.
- 4 Crosley Food Waste Disposer (under sink) gets rid of food waste before it becomes garbage.

- 5 Corner Pantry, with revolving shelves, turns waste space under corner counter top into storage area.
- 6 Range and Refrigerator Pantries provide extra storage space.
- 7 Crosley Electric Range with new "Bake-Best" Ovens and Push-button Controls.
- 8 Crosley Base Cabinets are sturdy and roomy. Colored vinyl plastic tops.

- 9 Famous Crosley Shelvador Automatic Refrigerator gives you Automatic Defrosting, real freezer-locker convenience, and roomy shelves completely recessed in the door.
- 10 Only the Crosley Shelvador Freezer has shelves on the lid, almost doubles top-level storage. Freezes faster at below zero temperatures. Silent Server (not shown) provides convenient, movable worktable.

BETTER PRODUCTS FOR HAPPIER LIVING

SHELVADOR® REFRIGERATORS • SHELVADOR® FREEZERS • ELECTRIC RANGES • ROOM AIR CONDITIONERS • SINKS AND FOOD WASTE DISPOSERS
ELECTRIC WATER HEATERS • STEEL KITCHEN CABINETS • AUTOMATIC DISHWASHERS • RADIOS • TELEVISION

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Please send me your free booklets about Crosley Kitchens and the Crosley Dishwashers.

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Thrilling Beauty News *for users of* Liquid Shampoos!



LUSTRE-CREME is the favorite beauty shampoo of 4 out of 5 top Hollywood stars... and you'll love it in its new Lotion Form, too!

Betty Grable
starring in
"THE FARMER TAKES A WIFE"
A 20th Century-Fox Production
Color by Technicolor

BETTY GRABLE says, "Yes, I use Lustre-Creme Shampoo." When America's most glamorous women use Lustre-Creme Shampoo, shouldn't it be *your* choice above all others, too?

Now! Lustre-Creme Shampoo also in New Lotion Form!



NEVER BEFORE—a liquid shampoo like this! Lustre-Creme Shampoo in new Lotion Form is much more than just another shampoo that pours. It's a *new* creamy lotion, a fragrant, satiny, easier-to-use lotion, that brings *Lustre-Creme* glamour to your hair with every heavenly shampoo!

VOTED "BEST" IN DRAMATIC USE-TESTS!

Lustre-Creme Shampoo in new Lotion Form was tested against 4 leading liquid and lotion shampoos . . . all unlabeled. And 3 out of every 5 women preferred *Lustre-Creme* in new Lotion Form over each competing shampoo tested—for these important reasons:

- * Lather foams more quickly!
- * Easier to rinse away!
- * Cleans hair and scalp better!
- * Leaves hair more shining!
- * Does not dry or dull the hair!
- * Leaves hair easier to manage!
- * Hair has better fragrance!
- * More economical to use!

Prove it to Yourself...

Lustre-Creme in new Lotion Form is the best liquid shampoo yet!

Yes! Now take your choice:

Famous Cream Form...or new Lotion Form



Famous Cream Form in jars or tubes, 27¢ to \$1.
(Big economy size, \$2.)



New Lotion Form in handy bottles, 30¢ to \$1.

POUR IT ON—OR CREAM IT ON! In famous Cream Form, *Lustre-Creme* is America's favorite cream shampoo. And all its beauty-bringing qualities are in the new Lotion Form. Which-ever form *you* prefer, lanolin-blessed *Lustre-Creme* will leave your hair shining clean, eager to wave, never dull or dry.

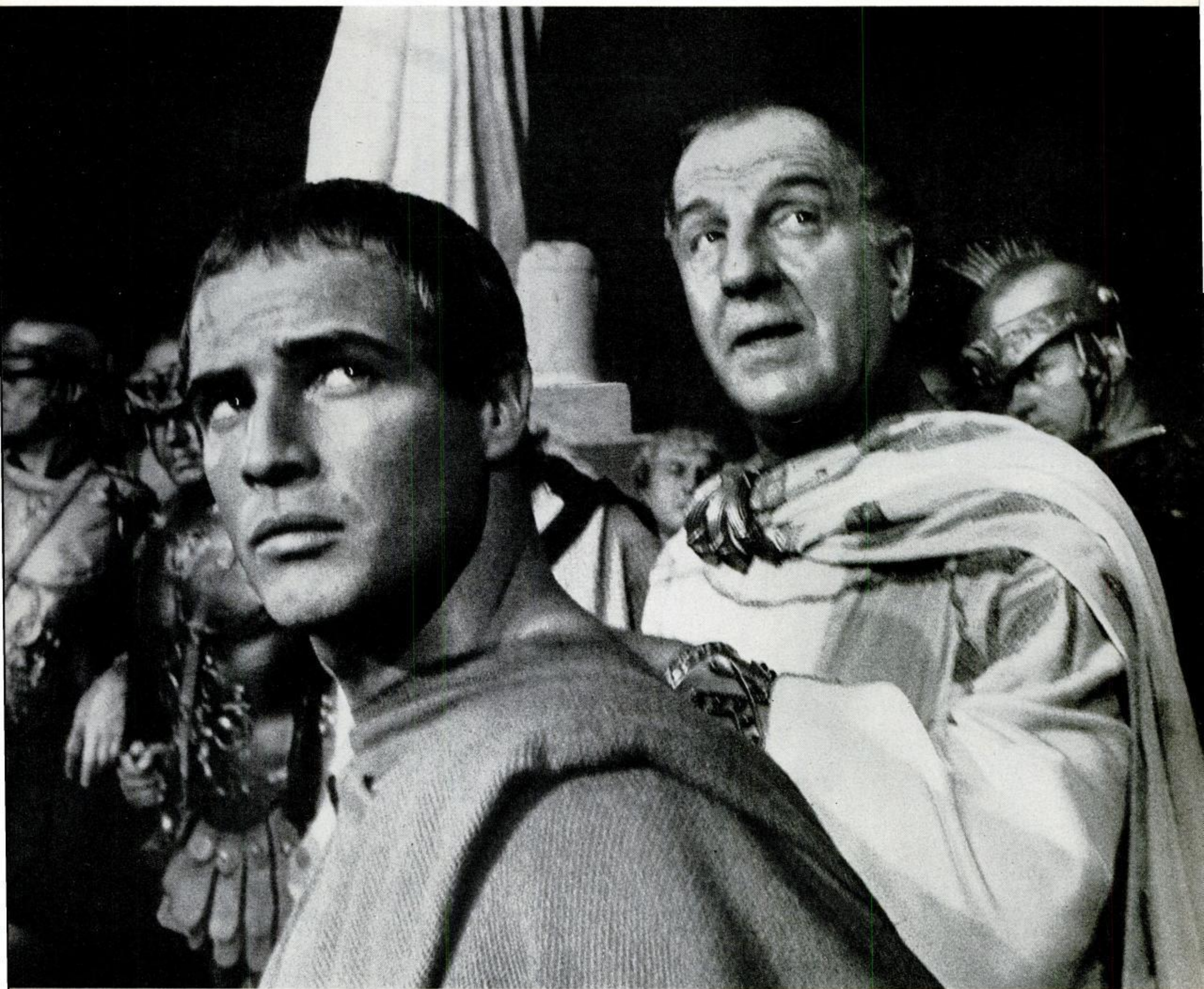
JULIUS CAESAR

Brando and a top cast create in movie the glory that was Shakespeare

PHOTOGRAPHED FOR LIFE BY JOHN SWOPE

In its past efforts to put Shakespeare on the screen (*Romeo and Juliet*, *Midsummer Night's Dream*), Hollywood has relied heavily on glamorous stars and fancy settings. In its latest bout with the bard, Producer John Houseman was concerned first with hiring actors who could speak Shakespeare's words so clearly that the average moviegoer could easily understand and enjoy them. With this hurdle cleared, Director Joseph Mankiewicz made the old story of Roman politicians who stabbed Caesar because he was getting too mighty for the country's good as sharp a study of violence and intrigue as any popular melodrama. By using more spectacular

backgrounds, M-G-M's *Julius Caesar* might have kept more of the grandeur that was Rome. But thanks to its hard-working actors, it keeps most of the glory that was Shakespeare's. Most hard-working is Marlon Brando (*cover*) who in his fourth movie role makes a heroic figure of Mark Antony. His voice, trained in more plebeian modern roles, struggles with surprising success to achieve the rhythm and resonance of Shakespeare's blank verse. Like the noble Romans they portray, Brando and his colleagues labor to fulfill the prophecy of Casca, the conspirator, "*How many ages hence shall this our lofty scene be acted over in states unborn and accents yet unknown!*"

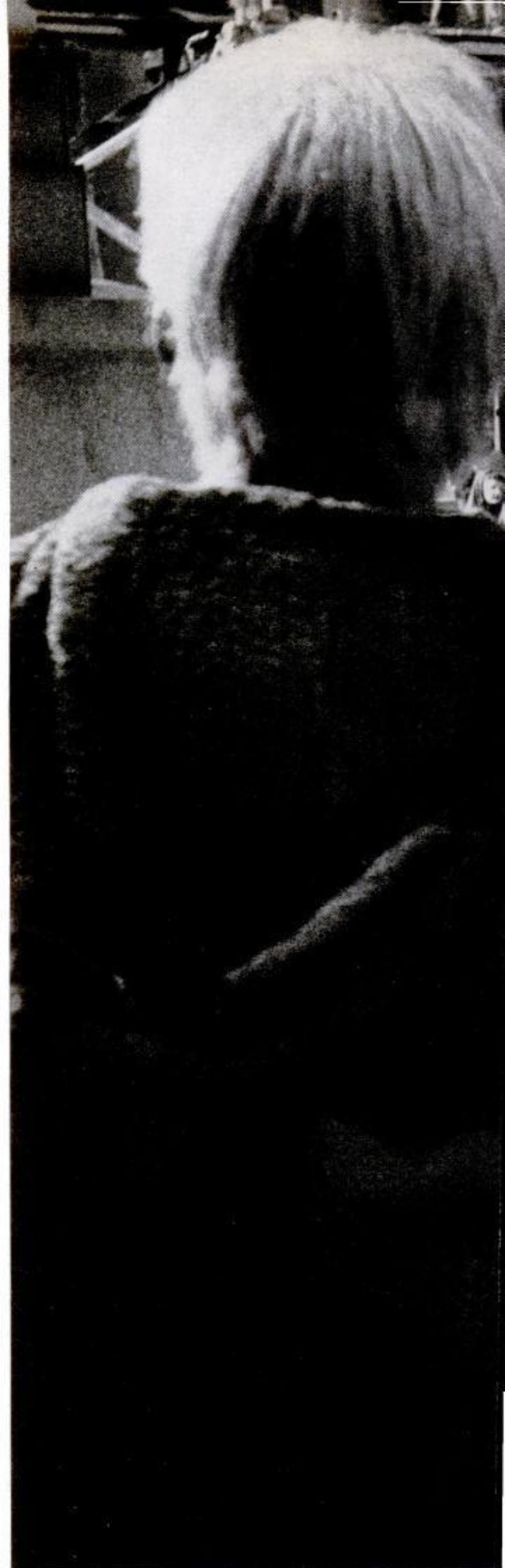


A DICTATOR AND DISCIPLE stand in the public square and smell trouble. They are Caesar (Louis Calhern, *right*) and his follower Mark Antony (Marlon Brando), who have just spied the archconspirator Cassius. Says Caesar, "Yond Cassius has a lean and hungry look. He thinks too much, such men are dangerous."



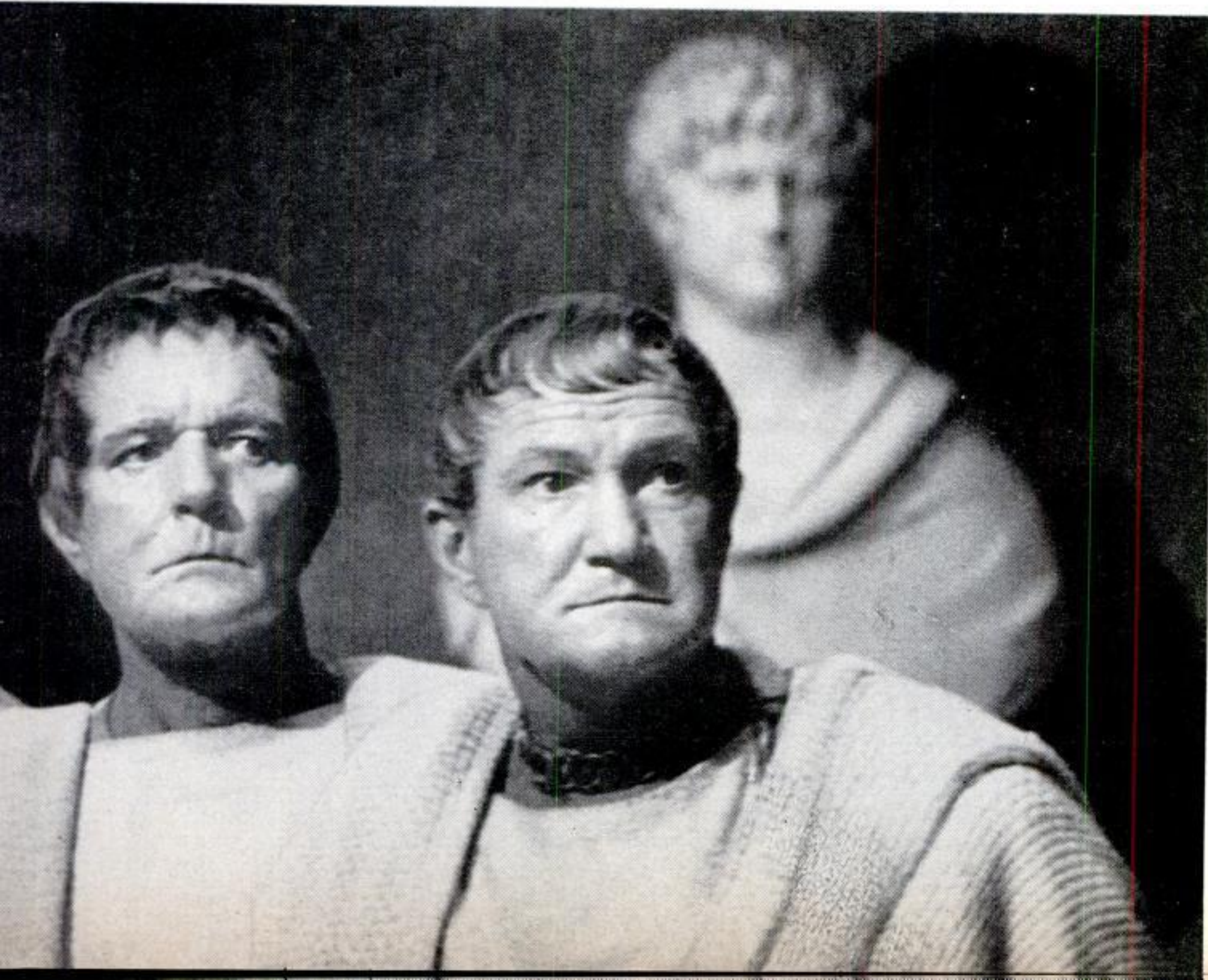
CHOLERIC CASSIUS (John Gielgud), who hated the dictator, sneers at his statue after delivering to Brutus his celebrated diatribe against Caesar.

*Why, man, he doth bstride the narrow world
Like a Colossus, and we petty men
Walk under his huge legs and peep about
To find ourselves dishonorable graves.
Men at some time are masters of their fates.
The fault, dear Brutus, is not in our stars,
But in ourselves, that we are underlings.*



GRIM CONSPIRATORS against Julius Caesar in 44 B.C. include these five patriots who plotted to assassinate him and share the blame equally in the public eye. Left to right are Cassius, Casca (Edmond O'Brien), Decius Brutus (John Hoyt), Trebonius (Jack Raine) and Metellus Cimber (Tom Power).





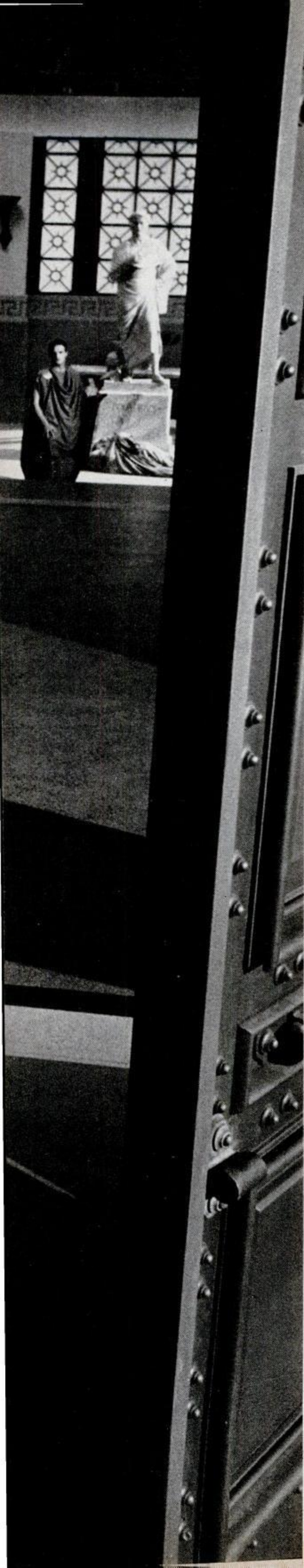
CAESAR'S DOOMSDAY is presaged by a white-haired soothsayer outside the Capitol, who had once told the dictator to "beware the ides (15th) of March." Later, with a conspirator on his heels, Caesar remarks to soothsayer that ides of March have come. "Aye, Caesar," he replies, "but not gone."



"ET TU, BRUTE?" (You too, Brutus?), cries Caesar, slashed almost simultaneously by the conspirators' daggers, when he sees his dear friend Brutus standing ready to stab him too. "Then fall, Caesar!" the dictator adds, as he topples forward and dies.

BLOOD-STAINED BRUTUS (James Mason), spattered with Caesar's gore after the stabbing, bemoans the brutal murder that he believes was necessary. In the background Mark Antony mourns Caesar, calls him, "the noblest man that ever lived."





ANGRY ANTONY cries out over Caesar's bloodied corpse still lying in the Senate House (left).
*... Caesar's spirit ranging for revenge,
 With Até by his side come hot from Hell,
 Shall in these confines with a monarch's voice
 Cry "Havoc," and let slip the dogs of war,
 That this foul deed shall smell above the earth
 With carrion men, groaning for burial . . .*

After grieving privately, Antony takes the body before the populace, gives his great funeral oration.
Friends, Romans, countrymen, lend me your ears.

*I come to bury Caesar, not to praise him.
 The evil that men do lives after them,
 The good is oft interréd with their bones.
 So let it be with Caesar. The noble Brutus
 Hath told you Caesar was ambitious.
 If it were so, it was a grievous fault,
 And grievously hath Caesar answered it.
 Here, under leave of Brutus and the rest—
 For Brutus is an honorable man,
 So are they all, all honorable men—
 Come I to speak in Caesar's funeral.
 He was my friend, faithful and just to me.*



“FUTURE?..I’VE GOT PROBLEMS ENOUGH IN THE PRESENT!”

That was the way James Edge summed up his position. How Charles McCain, New York Life agent, helped him may help you!



Cooking for five can get to be a chore—so Jim Edge sees that Emily gets an occasional evening “away from it all.”

This is a picture story of the James Edges, of 1421 Bush Boulevard, Birmingham, Alabama. In their story and their hopes you may find an echo of your own. And you may find, as they found, that it’s often easier than you think to be *practical* about the future.

When Charles McCain, veteran New York Life agent in Birmingham, called on James Edge and said he’d like to talk with him about the future, the young man chuckled. “Future?” he said, “I’ve got problems enough in the present!”

That was twelve years ago—when Jim Edge made \$140 a month as a laboratory supervisor, and Mrs. Edge earned \$120 a month as a teacher. Despite all the immediate and pressing problems he and his young wife Emily faced in those days, Jim Edge agreed that it would be wise to start planning his life insurance program early. And so, as a start, he took out a \$3,000 policy primarily as protection for Emily.

As the years went by and the children arrived—first Jane, then Joe, then Ellen—James Edge took out additional insurance to provide for their protection, too.

There were times when it was not easy. Although Jim Edge was “on his way up,” prices were on *their* way up also. The mortgage took a sizable bite out of his salary, food costs (well, you know!), clothing for a growing family, car upkeep plus a “night out” now and then didn’t leave too much to work with.

We can’t give you all the details, of course, but the important—and the heartening—thing is this:

← Here is the "protection unit" around which James Edge's plans for the future have been drawn: His wife Emily; Joe Dixon, 4; Ellen, 2; Jane, 6. Mrs. Edge, once a teacher in the Birmingham schools, enjoys reading, is interested in the theatre.



Jane has her mother's love for reading—likes to take over the "job" of entertaining her younger brother. As of now, Jane can't decide between teaching and nursing when she gets to be a big girl.



At four, Joe Dixon—called "Dicky" by the family—seems to have mechanical leanings like his Dad, a metallurgical engineer for the Tennessee Coal and Iron Division, United States Steel Corp., Birmingham. With the program he and Mr. McCain have worked out, Mr. Edge knows his children will be able to have the education they want when they grow up.



Jane's rabbit, given her at Easter, a year ago, is one of the children's favorite pets.

Charles McCain helped the Edges work out a life insurance program which, with social security and his group insurance, will enable Mrs. Edge, if Mr. Edge should die prematurely, to pay off what's left of the mortgage, give all three children a college education, and she would not *have* to go to work. And if Jim reaches sixty-five, they will have enough money to take care of essentials.

The plan can be expanded as Jim Edge's income expands, so that with normal follow-through by themselves and their New York Life agent, their retirement fund can easily go from the necessity level to the level of comfortable independence.

Today Jim Edge's earnings are in the \$8,000 to \$12,000 a year bracket in his upward climb. But his future security doesn't rest on his future hopes. Jim took care of that by starting a practical life insurance program twelve years ago. It shows you what a wise family and a good life insurance agent can accomplish together. If you would like to know how you can make your own family's future more secure, write for our free booklet "Planning Your Family's Security."

NEW YORK LIFE INSURANCE COMPANY
51 Madison Avenue, New York 10, N. Y.



The children give Dad a hand washing the small car he uses to drive to and from work.



Meetings like this between the Edges and Charles McCain have thus far provided for financial security for a wife, education for three children and a good start on funds for the Edges' own later, retirement years.



When she drives Jane to school each morning, Mrs. Edge takes the two younger children with her—lets them "help" her with the shopping afterwards. Mrs. Edge keeps records accurately, helps her husband plan and save for the future.



All names and statements in this advertisement are authentic, and are published by permission.



TURNED OUT OF HOME by the state, young children orphaned by the purge of the NKVD were the most tragic victims of Stalin's climb to power. Above: an NKVD officer is horrified to see the daughter of a dead colleague who was his best

friend come to him for help which he dares not give lest he too be marked to die. His wife has the heartbreaking task of explaining to their own daughter why a girl who was recently her playmate cannot now be safely allowed in their house.

TREACHERY TO HIS FRIENDS, CRUELTY TO THEIR CHILDREN

The dictator ruthlessly silences the secret police who staged the judicial murder of his enemies and callously turns their families into the street. Then he extends his scourge to the Red Army

by ALEXANDER ORLOV

Without the skillful and wholehearted professional assistance of the secret police of the NKVD, as described in two previous issues of LIFE, Stalin could not have trumped up charges of treason against his political enemies and executed them after the infamous Moscow trials of 1936 and 1937. Now the tragic end of the men who helped Stalin consolidate his power is revealed by the author, a former NKVD general who undoubtedly would have shared their fate had he not fled the Soviet service in 1938.

If the top NKVD officers had stopped during their preparation of the Moscow trials to analyze the directives they were receiving from Stalin—analyzing them not from the narrow, professional point of view of interrogators, but with the aim of understanding Stalin's thinking and detecting his underlying, secret design—they would have made a bewildering discovery: their leader had made up his mind in advance to destroy them as witnesses of his crimes.

Alas, the NKVD chiefs and their assistants were like hunting dogs, too busy pursuing the game to watch the hunter. Blind to Stalin's perfidious plans against them, they passed up the chance to save themselves by using their vast power while they still possessed it.

The plan to exterminate those who knew the grim secrets of the Moscow trials had been worked out by Stalin and Yezhov as thoroughly as if they were preparing a major military operation. As early as September 1936 Stalin removed Yagoda as top NKVD man and appointed Yezhov in his place. Yezhov brought with him from the Politburo staff about 300 men who were appointed to subordinate jobs as various departmental chiefs in Moscow and in the provinces. Their ostensible function was to raise the organization's efficiency. Actually they were there to take over from officials who had already been marked for liquidation.

For some months Yezhov worked with Yagoda's old officers in apparent harmony. He still needed them to organize the second Moscow trial and to train his new men in the arts of Communist inquisition. But when the second trial was over he began to move against the men who had been Stalin's acquiescent accomplices in judicial murder. He summoned them to a conference one evening in March 1937 to inform them that they had been selected to go to various parts of the Soviet Union to check the political reliability of local officials. Yezhov gave them detailed instructions about their new assignments and issued credentials written on the stationery of the Central Committee of the Party. Only four department chiefs were left at their regular posts: Slutsky, chief of the Foreign Department; Frinovsky, chief of the Frontier Troops; Pauker, chief of Stalin's personal bodyguard; and Redens, chief of the Moscow office and Stalin's wife's brother-in-law.

The next day Yagoda's former deputies and departmental heads left on their respective missions. They never arrived. Each was taken from the train at the first stop and driven to a secret prison near Moscow. Two days later Yezhov repeated the same trick with the assistants of the men already disposed of.

Weeks passed before these disappearances became known to the brother officers of the kidnaped chiefs. Meanwhile Yezhov changed the guards and all the commanding officers of the NKVD troops in Moscow. He feared retaliation so much during this period that he barricaded himself in one wing of the NKVD building behind a really formidable bodyguard. He ordered mass arrests of interrogators who

had taken part in the preparation of the trials as well as of other officers who knew or might learn the secret. They were picked up one by one in their offices during the daytime and at night in their homes.

Many did not await their turn but committed suicide. In the early hours of the morning a patrol came to the apartment of Chertok, the interrogator who had distinguished himself by his cruel treatment of Kameney. Chertok shouted, "You won't get me!" and plunged to his death from the balcony of his 12th floor apartment. Another, Felix Gursky, threw himself out from the window of his office on the ninth floor. Two interrogators of the Secret Political Department did the same thing. Officers of the Foreign Department whom I met on their arrival on special missions in Spain and France told gruesome stories of armed patrols scouring the NKVD apartment houses; sometimes a knock on the door of one apartment led to the firing of a suicide shot in the adjacent apartment.

The NKVD building is located in the very heart of Moscow and the spectacle of officers throwing themselves out of the top floors occurred in full view of numerous passersby. The news of these suicides spread rapidly through the city. The people became panicky because they could not understand what was going on. Gradually the mass arrests reached out to NKVD branches in the provinces. During the year of 1937 alone, over 3,000 officers were executed. Among those who perished in that massacre were Molchanov, who had been in charge of the interrogations for the first two Moscow trials, Yagoda's deputies, Agranov and Prokofiev, and all departmental heads of the organization in the field as well as at the Moscow headquarters. Yagoda himself was executed at the beginning of 1938, a victim of the third Moscow trials.

The NKVD men I met in France and Spain told me nightmarish stories about the fate of the children of the executed men. After their parents were shot, the children found themselves on the street. Friends and even close relatives did not dare give them refuge for fear of bringing trouble on themselves. The children found no moral support in school or in any of the "pioneer" organizations. Their classmates persecuted and beat them as the offspring of traitors and spies.

Dozens of complaining letters came to Stalin's secretariat from

CONTINUED ON NEXT PAGE



DRIVEN TO SUICIDE, an NKVD officer leaps out of his apartment window rather than let himself be taken to prison by Stalin's men. Many shot themselves when they heard the patrol knock on their door in the middle of the night.

Soup  m-m-m-stew  you bet... **PLUS**
300 DELICIOUSLY DIFFERENT DISHES FROM

Spare Ribs to Spice Cake!



Guaranteed by
Good Housekeeping
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Bar-B-Q Spareribs
Presto cooked in 15 minutes



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Enjoy more mealtime variety than ever before... cook 3 to 4 times faster... work budget wonders by eliminating expensive heat-and-eat foods! A Presto Cooker works all this mealtime magic for you, even retains extra vitamins and minerals in foods you cook... and does it safely and automatically! Yes, all you do is follow directions in your idea-packed Presto cook book; your Presto, with the exclusive Pressure-Tru Indicator, does the rest. Prepare ex-

citing new dishes, or old-fashioned "slow-cooked" favorites, the speedy Presto way. See Presto Cookers from \$11.45*, at leading department, hardware, and appliance stores, throughout the United States and Canada.

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HUNTED DOWN in Switzerland, Ignace Reiss, NKVD man who refused to return to U.S.S.R., lies dead after being shot by Stalinist "mobile group."

STALIN'S SECRETS CONTINUED

unfortunate children who had been taught by their parents to believe that Stalin was the most generous uncle in the Soviet Union. These letters were forwarded from the Kremlin to the NKVD with instructions to remove the little petitioners from Moscow. Tears must not be seen in the Soviet capital. Foreign journalists were not to see the fresh crops of orphaned children, let alone talk to them.

It was much harder for the orphaned girls than for the boys. I was told about the fate of one of them by Shpigelglas, deputy chief of the Foreign Department of the NKVD, when he visited me in Spain. In the spring of 1937 the assistant chief of Red Army Intelligence, Alexander Karin, and his wife were suddenly arrested and shot. The Karins were the Shpigelglases' closest friends. Their only daughter, aged 13, was the best friend of the Shpigelglases' daughter. After the Karins were executed their apartment was taken by some of Yezhov's men and the daughter was turned out into the street. Trembling with fear, she came to her father's best friend, Shpigelglas.

"You must understand my situation," Shpigelglas told me. "I loved that little girl like my own daughter. She came to me with her sorrow in the same way as she would have come to her father. But could I give her refuge? I didn't have the strength to tell her to leave. My wife and I tried to soothe her and we put her to bed. In the morning I went to Yezhov's secretary, Shapiro, and told him about the situation. 'Yes, indeed, the matter is a very delicate one,' Shapiro said. 'One must find some solution. At any rate it isn't proper for you to keep her. My advice to you is to try to get rid of her.'"

"Shapiro's advice," Shpigelglas said, "was actually an order to throw the unfortunate child into the street. My wife recalled that the Karins had some relatives in Saratov. I gave the girl money, got her a railway ticket and sent her to Saratov. I couldn't look into my daughter's eyes. My wife couldn't stop crying. I tried not to be at home. . . ."

"Two months later," Shpigelglas went on, "Karin's girl returned to Moscow and came to us. I was shocked when I saw how she had changed: she was pale and thin, her eyes were filled with bitterness. Nothing childish remained in her. 'I handed in an application at the Procurator's office,' she said, 'asking the people who live in our apartment to return my clothes.' She did that on the advice of a man who gave her refuge. 'I went to the Young Pioneer base,' she said, 'and received a certificate saying I had been a pioneer for two years. But in return for that the group leader demanded that I speak at a meeting of the pioneers and say that I approved the shooting of my father and mother. I did it. I said that if they were spies, then it was good that they had been shot. But they ordered me to say that they really were spies. I said it, but I know that it is a lie; they were honest. Those who shot them are the spies!'"

"She refused to eat or take money, and left."

Liquidation for those abroad

THE annihilation of the old NKVD cadres inside the U.S.S.R. was a much easier task than liquidating those who worked abroad. In order to destroy the latter it was necessary first to lure them back into the Soviet Union. This was a very delicate operation, requiring considerable tact. The mass executions of their comrades at home had created among those on foreign assignment such grave apprehensions about their own fate they might refuse to come home when ordered. If that happened the fact that secret NKVD operations were being carried out on foreign soil would be exposed.

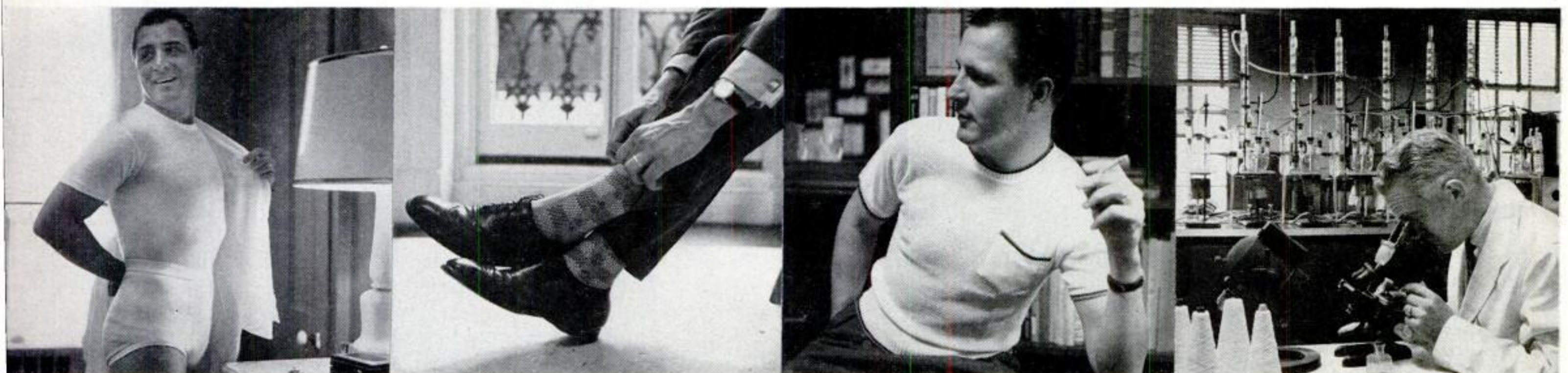
CONTINUED ON PAGE 146

No two ways about the way
they look and feel,
wash and wear, keep their **shape**



men's knitwear made of *Durene** ...the quality cotton yarn

*T. M. REG. U. S. PAT. OFF. DURENE ASSOCIATION OF AMERICA, 350 FIFTH AVE., N. Y.



Honestly, even the unseen, unsung underwear a man wears turns into something pretty special when it's made of Durene cotton yarn. First of all, it won't sag or stretch out of shape . . . keeps its trim fit always.

Next, mercerized Durene yarn is stronger, wears longer. Countless washings won't harm it. And the speedy way it absorbs and evaporates moisture makes for such healthful comfort that men swear by it!

Add to all other virtues of Durene yarn its luxurious look—its special ability to take the clearest, truest colors—and you can see why it's all-out perfect for T-shirts, for socks, for any and every kind of cotton knits.

Every cotton knit labeled "Durene Yarn" is subject to the Durene Quality Control Plan from yarn to finished garment. *Always* look for the label—featured by *hundreds* of makers of knitted cotton garments!

ALL HANDS

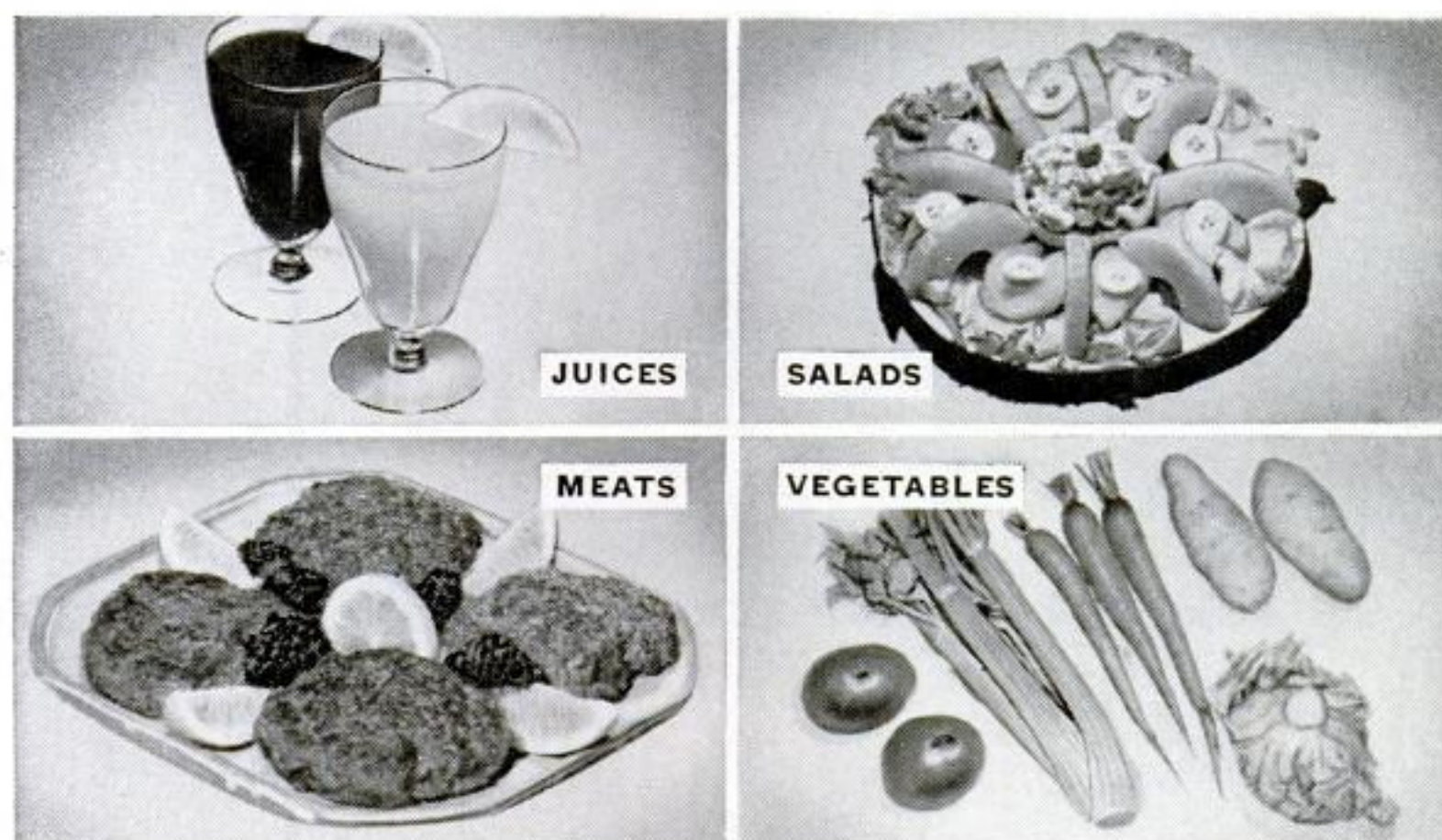
THE NON-STICK HAND STICK

Just roll it in your palms...
that's all you do!



LUCIEN LE LONG

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FOR THOSE PEOPLE on low-salt diets—and everyone else, as well—lemons give a wonderful lift to food flavors. Soups, salads, vegetables and meat—all are made instantly more flavorful with fresh lemon added at the table.

Low-Salt Diet?

IF YOUR DOCTOR has said, "Cut down on salt," you know how flat and insipid unsalted foods can be. Millions of Americans on low-salt and reducing diets are discovering that a few drops of lemon juice, itself virtually salt-free, transforms tasteless, unsalted foods into delicious, appetizing ones. The taste of salt is replaced by lemons' tang and aromatic flavor. A good squeeze of lemon added at the table

brings out the full, natural flavor of foods *with or without salt*. Serve a dish of plump, easy-to-squeeze lemon wedges on the table every meal. It's America's newest seasoning habit.

FREE BOOKLET

Ask your doctor about the use of lemons for low-salt diets, or write for free booklet, "Cut down on salt." Sunkist, Sec. 2704, Terminal Annex, Los Angeles 54, California.

ADVERTISEMENT: copyrighted by **Sunkist**



SLUTSKY DIES from poison administered via tea and cakes given him by his superior, who explains to an assistant that victim had a heart attack.

STALIN'S SECRETS CONTINUED

To avoid panic among the men stationed outside the Soviet Union, Yezhov and Stalin left the home office of the Foreign Department alone. After the chiefs of all other NKVD departments were liquidated, Slutsky, the chief of the Foreign Department, survived for a whole year. The idea was to create the false impression that the purge was not directed at those abroad. Meanwhile Yezhov set up under his personal direction in December of 1936 a unit called Administration of Special Tasks. It was to carry out assignments on foreign soil which could not be entrusted to the old NKVD officers. Within the administration were "mobile groups" whose job it was to send terrorists into various countries to assassinate leaders of foreign Trotskyite parties and also kill any old NKVD officers who refused to return to the U.S.S.R.

The recall began in the summer of 1937. Those who had left families at home were the first to be summoned because wives and children were considered secure hostages. When these officers got to Moscow, they usually reported to Slutsky, who would send them off for a month's vacation in one of the southern resorts reserved for the highest officials. While on vacation they usually wrote cheerful letters to their comrades abroad, who found these communications soothing to their nerves. When they returned from the south, they would be told that they were being sent for illegal work in another country. They were supplied with forged foreign passports and on the appointed day they would board the train. Their friends would see them off—but they never traveled far from Moscow. They were taken off the train on the way and wound up in a secret prison.

During the summer of 1937 about 40 officers were recalled from abroad on various pretexts. Of that number only five refused to come. The first was Ignace Reiss. In the middle of July 1937, he sent a letter to the Soviet embassy in France, informing the Central Committee of the Party that he had broken with Stalin's counterrevolution and was "returning to freedom, back to Lenin, to his teachings and his cause."

Reiss's break set a dangerous precedent which other NKVD officers working abroad might follow. When Stalin heard about it, he ordered Yezhov to have him, his wife and his child killed. Stalin was determined to make of Reiss an example to all potential defectors.

A "mobile group" from the Administration of Special Tasks immediately left Moscow for Switzerland, where Reiss had gone into hiding. There Yezhov's agents were assisted by a certain Gertrude Schilbach, who was trusted by Reiss. She helped set the trap and in the early hours of September 4 the body of Ignace Reiss was found riddled with bullets on the highway near Lausanne.

Gertrude Schilbach and the assassins fled so hastily that they abandoned their luggage at the hotel. Among her belongings the Swiss police found a box of chocolate poisoned with strychnine. It was apparently intended for Reiss's child.

About two months after the liquidation of Reiss another NKVD operative, Walter Krivitsky, refused to return to Moscow. He abandoned his post at The Hague in Holland and went with his wife and little boy to France. Yezhov sent off a "mobile group" to get him. Krivitsky would not have lived out a month if Soviet agents had not just recently kidnaped General Miller, head of the Military Union of Former Czarist Officers, in broad daylight and in the heart of Paris. The French public was indignant; the government protested strongly to Moscow. Krivitsky was given a bodyguard by the French while he was in France, but he did not escape

CONTINUED ON PAGE 148

An open letter to every retail store president in America who doesn't want to cheat his customers

from ALEXANDER KONOFF

PRESIDENT, CONMAR PRODUCTS CORP.



Dear Mr. Store President:

The chances are that your store is being cheated—and is therefore cheating customers every day. Shocking statement? I think so, too. But read the evidence below.

A while back I determined to find out just how much of a problem was being created by the vast numbers of inferior zippers now flooding the market. I talked to *manufacturers* who shrugged their shoulders and said, "The stores aren't complaining so there *isn't* any problem." I talked to *store buyers* who told me, "Very few customers bring merchandise back because of faulty zippers."

Then I sent a staff of interviewers to the *consuming public*. There we heard a different story. In one survey, 77% of the people interviewed complained of serious zipper trouble within the past year. What did they do about it? In some cases, replaced the zippers themselves. In other cases, toted the article to a zipper repair service. Did they come back and tell

you, the retailer about it—give you a chance to make good? Except in one or two rare cases they did not. Too much trouble.

By the law of averages, many of these disgruntled people were *your* customers. Dissatisfied customers are, in all probability, *lost* customers. Don't you want to win back their good will? And just as important, don't you want to be sure you never lose it again?

When a zipper falls apart after a few weeks or months, a customer is being cheated just as much as if a *dress* falls apart. Or a handbag. Or a pair of trousers. And unless you take precautions, this can happen every day in your store.

There is a reason for these zipper failures. A good zipper *costs* more. Only three cents more at the most—sometimes as little as *one* cent. But there are some manufacturers to whom a penny or two saving is paramount. Especially since the stores don't seem to care.

Many store presidents I have talked to are aware of this problem. And they are taking steps to combat it. If *you* don't want to be cheated (and have your customers cheated) talk to your buyers. Tell them that it is useless to insist on quality fabrics and workmanship and then accept an inferior zipper. Tell them to *specify* a quality zipper. A zipper like Conmar.

Very sincerely,

Alexander Konoff

CONMAR PRODUCTS CORP., MANUFACTURERS OF

CONMAR ZIPPERS

Better Than Beer?



That depends on your taste!

At Carling's we brew both beer and ale—and each is mighty popular. But more and more people are telling us Carling's Red Cap Ale gives them more pleasure than any beer they ever tasted. They say it's light and

dry as the smoothest beer, yet with that extra flavor—that "heart" which only a fine ale can provide. They call it the "light-hearted" ale.

Tonight, why not try it yourself? See whether you are one of those who find Carling's Red Cap Ale tastes even better than beer!

BETTER THAN BEER? TRY CARLING'S RED CAP ALE AND SEE!

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New! Boys like 'em...
Penrod's Doublet

All-in-one shirt and vest in washable Rayon combination of solids and plaids. Blue with blue plaid, green with green plaid, tan with maize plaid. Long wear, easy care... that's Penrod. Sizes 6 to 18. About \$2.95. Better dealers proudly feature Penrod.



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Mothersill's

The fast-acting
aid in preventing
and relieving
Travel Sickness.

for ADULTS and CHILDREN



Dr. Scholl's Chlorophyll FOOT POWDER

1. Relieves Hot, Tender, Tired, Chafed, Sensitive Feet...
2. Eases New or Tight Shoes...
3. Helps Prevent Athlete's Foot...
4. Contains Chlorophyll

You'll find this scientifically compounded foot powder delightfully soothing, refreshing. Start using Dr. Scholl's Chlorophyll Foot Powder today and make it a daily habit. At Drug, Shoe, Dept. Stores and Dr. Scholl's Foot Comfort Shops.



REDS' HIGH COMMAND prior to purge beginning in 1937 included, from left to right: Marshals M. N. Tukhachevsky, S. M. Budenny, K. E. Voroshilov, V. C. Blücher and A. I. Yegorov. Voroshilov, then Minister of Defense, and the others acquiesced in the liquidation of Tukhachevsky at outset of purge. Later Yegorov and Blücher disappeared and literally thousands of other high officers were summarily executed. Budenny and Voroshilov survived.

STALIN'S SECRETS CONTINUED

from Stalin. He was found shot to death in a hotel room in Washington, D.C. in 1941.

By the beginning of 1938 the majority of the old NKVD officers had returned to the Soviet Union. After that Stalin had no further use for Slutsky. On Feb. 17 Slutsky was called during working hours to the office of his old friend Michael Frinovsky, whom Yezhov had made one of his deputies. Approximately half an hour later Frinovsky called up Slutsky's assistant, Shpigelglas, and asked him to come over. When Shpigelglas entered Frinovsky's spacious room, he saw Slutsky's body awkwardly slumped in an armchair. On the table there were glasses of tea and cakes. Slutsky was dead. Shpigelglas immediately suspected that Slutsky had been murdered. As calmly as he could he suggested that a doctor be called. Frinovsky answered that the doctor had already been there and that it was all over. "A heart attack," he explained, with the air of an expert.

Yezhov ordered Slutsky's body placed in the main hall of the NKVD club, with an honor guard of officers.

The masquerade backfired. Among the NKVD there were men who knew something about medicine and they noticed at once on Slutsky's face a discoloration which they took as telltale evidence he had been poisoned.

Next: the army

ON the 11th of June, 1937 the Soviet newspapers published a short government communique announcing that Marshal Tukhachevsky and seven other leading commanders of the Red army had been arrested. It went on to say that they would be brought to trial on charges of spying for a foreign state, Hitler's Germany, and preparing the defeat of the Red army in a war being plotted against the Soviet Union. The following morning the papers announced that the trial had taken place and that all eight had been executed. The "traitors" had been sentenced to death by a special court in which marshals and generals of the Red army sat as judges. Not a shred of proof was published to support the charges.

That is how the Soviet people learned that the celebrated Marshal Tukhachevsky and Generals Yakir, Uborevich, Kork, Putna, Eideman, Feldman and Primakov—only a day before considered the pride of the Red army—had been liquidated.

No one on the Party's Central Committee and few members of the Politburo had any inkling that Stalin was getting ready to wipe out the most eminent leaders of the Red army. The first hint came a few days before the executions. Stalin summoned an extraordinary meeting of the Politburo at which the Commissar for Defense, Voroshilov, reported that a conspiracy with Hitler had been uncovered in the Red army. There was something very suspect about this. The members of the Politburo knew that if Tukhachevsky and his comrades had really been conspiring, Voroshilov would not be the man to make a report about it to the Politburo; he himself would have been arrested. Furthermore, it was hard to believe

CONTINUED ON PAGE 150

THERMOS ANNOUNCES
TRADE MARK REG. U. S. PAT. OFF.

New "Spoon Mouth" bottle with exclusive "Safety-Guard" tip that reduces breakage!

Now *THERMOS* protects your vacuum bottle against 99% of the breakage that occurs at the tip. The Safety-Guard Tip* gives protection never before possible against the banging and knocking that causes breakage of the vacuum seal in other bottles. Remember, only *THERMOS* gives you the Safety-Guard Tip... greatest advance in vacuum bottle construction in years.

*Patent applied for



CUTAWAY DRAWING SHOWING SAFETY-GUARD TIP

*Look! You can spoon
food in or out of the new
"Spoon Mouth" bottle.
Easier to clean, too.*

*Non-drip pouring lip
prevents spilling...
splashing... liquids can't
run down the side of bottle*

Wonderful for school children, workers... anyone! The 10 ounce size is perfect for the young folks' lunch kits... pint size for grown-ups... the big quart size for your whole family. Because, with the new "Spoon Mouth"

THERMOS you can now enjoy the healthful nourishment of tasty, home-cooked meals wherever you are. Use one *Thermos* for semi-solid foods—another for beverages. Be sure to look for the trademark *THERMOS*.



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TRADE MARK - REG. U. S. PAT. OFF.

The Trademark That Identifies Vacuum Ware At Its Best

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LET'S EAT!



NO FEAR OF ACID INDIGESTION, HEARTBURN, NOW!

Eat without fear of acid indigestion. Just take one or two Tums. Gas, heartburn, full feeling go fast. Tums neutralize excess acid, soothe and settle upset stomach. Tums do not over-alkalize or cause acid rebound. Cannot irritate delicate stomach or intestinal lining.



✓ TRY ONE OR TWO TUMS AFTER BREAKFAST SEE IF YOU DON'T FEEL BETTER



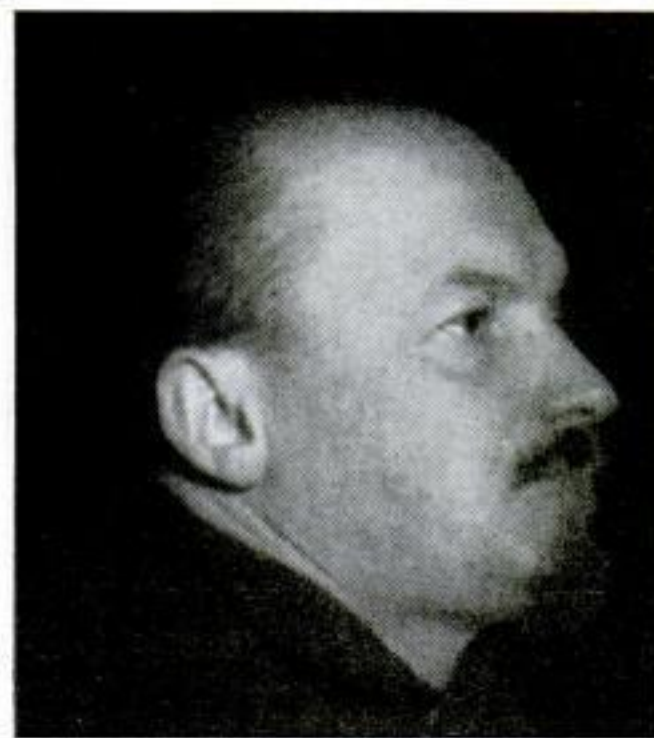
A luxury that actually does you good

You should use it: Two special ingredients in Aqua Velva help take care of nicks and scratches. The tingling is proof of Aqua Velva's action.

You'll like to use it: In addition to the pleasant aroma found only in Aqua Velva, it gives you a feeling of well-being, a special touch of luxury after every shave.

P.S. to Wives: Give him the luxury lotion he likes! Gift bottle, 11 ounces.

VICTIMS OF THE THIRD TRIAL



NICOLAI BUKHARIN



ALEXEI RYKOV

Acknowledged to be the Communists' most brilliant political theoretician after Lenin, Bukharin spent time in Czarist prisons and in Siberian exile before the Revolution. Afterward he edited the party and government newspapers, held important posts in the Comintern, which directed and coordinated the activities of Communists in other countries. He first differed with Stalin in 1928. Rykov too was a prerevolutionary activist, helped organize the Petrograd revolt in 1917. On Lenin's death in 1924 he became head of the government. In 1929 he opposed Stalin on treatment of the peasants and was ousted from his posts in the party as well as in the government.

STALIN'S SECRETS CONTINUED

that three of the accused generals would have plotted with Hitler in any case: they were Jews.

After the execution of Marshal Tukhachevsky and the others there began a period of mass arrests among the officers of the Red army. Each commander who had received his last promotion from an executed general fell under suspicion. Every day in every military district of the Soviet Union hundreds of Red army commanders disappeared. With them to prison went their immediate assistants and all who were considered their friends. Months passed before the military posts vacated by these arrests were filled by new commanders. And it often happened that the new commanders were arrested in their turn. Discipline fell. The army was so demoralized that it ceased to be a powerful fighting force. It is safe to say that had Hitler chosen that moment for an attack on the Soviet Union he would have been enormously successful.

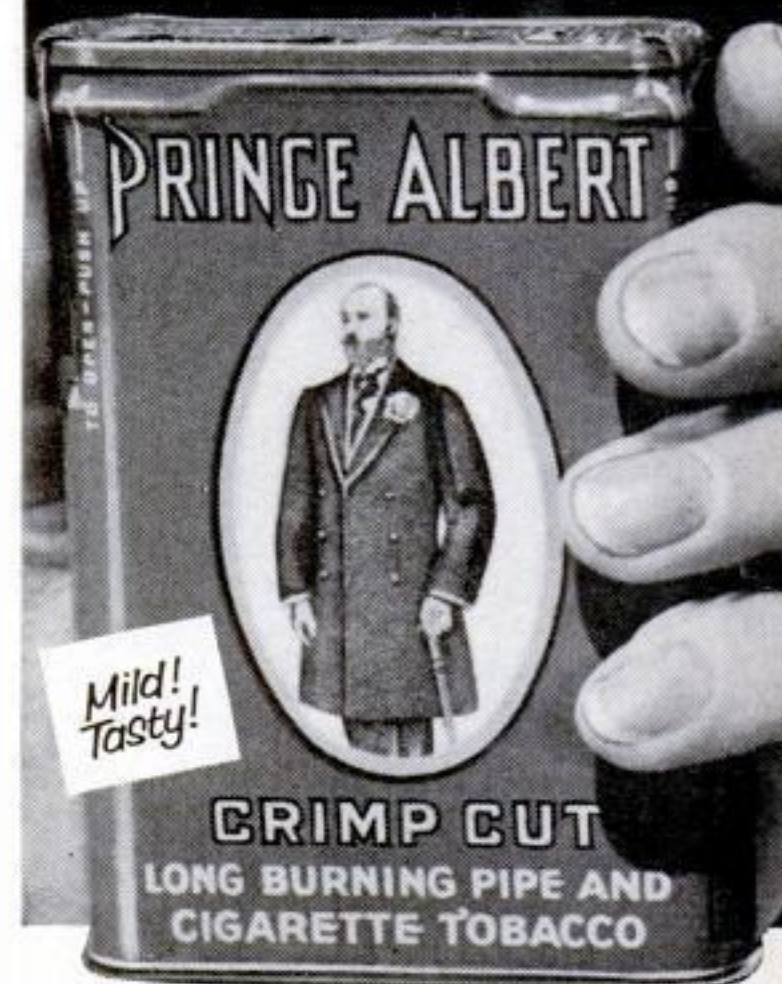
By August 1937 the arrests of Red army commanders had spread as far as Spain, where I was then serving. Many of the Soviet commanders attached as military advisers to the general staff of the Spanish Republican army were recalled to Moscow and shot without trial. Among them were Brigade Commanders Kolev and Valua, who helped the Spanish government create the Republican army; Gorev, brigade commander of the Soviet tank forces, who had spent the whole arduous campaign in besieged Madrid as an adviser to the Spanish field commander; and Berzin, the bosom friend and drinking companion of Voroshilov, who under the name of Grishin served as chief military adviser to the Spanish government. Gorev was arrested only two days after President Kalinin of the Soviet Union had presented him with the Order of Lenin for his outstanding services in the Spanish civil war.

I did everything I could to learn the details of Tukhachevsky's death, but not until October 1937, when Shpigelglas arrived in Spain, did I learn that there had been no trial at all and that the executions took place secretly on direct orders from Stalin. Shpigelglas told me that immediately after the execution Yezhov summoned Marshal Budenny, Marshal Blücher and other generals to a conference. He informed them about the conspiracy and gave them a prepared court verdict to sign. The involuntary "judges" signed, knowing well that if they refused they would be arrested as accomplices of Tukhachevsky.

How could Stalin allow those commanders who signed the fake verdict to know that their colleagues had been murdered without a trial? Stalin answered that question himself soon after. Within one year the following judges in the Tukhachevsky trial were arrested and liquidated, one by one: Alksnis, commander of the Soviet Air Force; Marshal Blücher, commander of the Far Eastern Forces; Dybenko, commander of the Leningrad Military District; Belov, commander of the White-Russian Military District; and Kashirin, commander of the North-Caucasian Military District. No charges were brought against them, there was no judicial inquiry of any kind. They were just liquidated.

CONTINUED ON PAGE 153

Now...
more
tobacco
in every
tin!



MORE MEN SMOKE

Prince Albert
THAN ANY OTHER SMOKING TOBACCO
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.



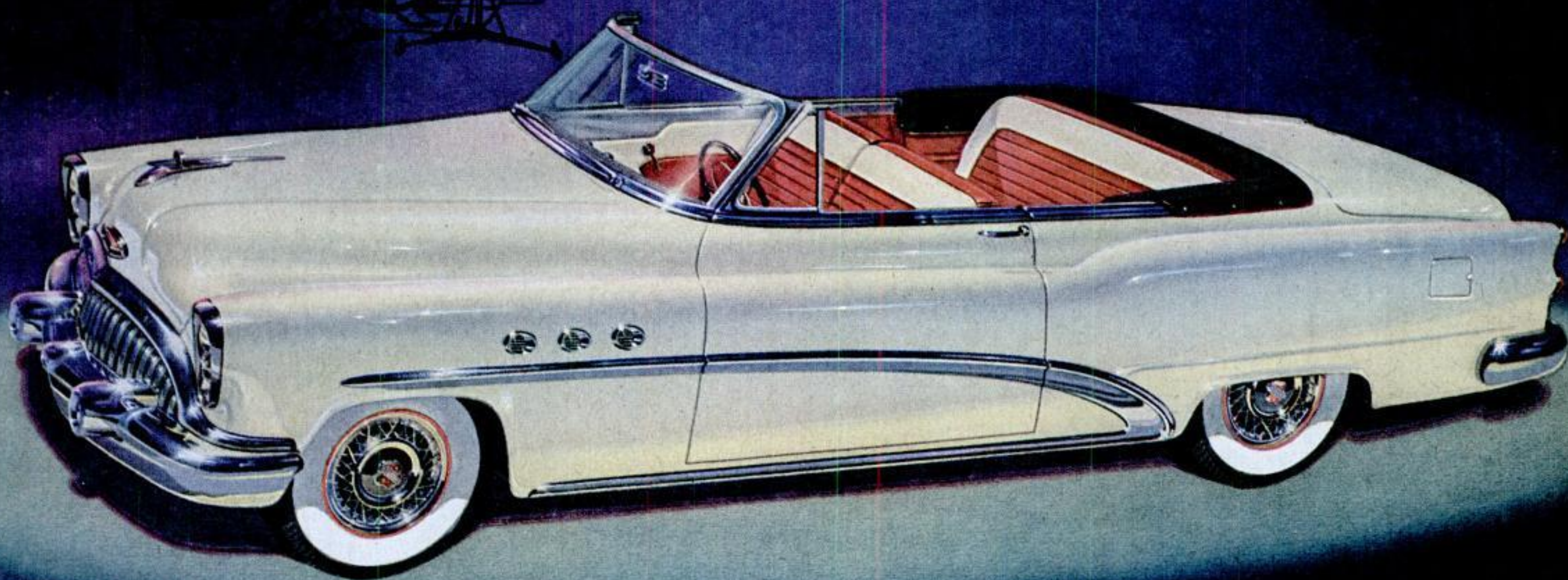
This very day

Sure! Rush the season a little

The frozen berries were never better... and a cascade of rich whipped cream makes 'em even more so. Bisquick for the cake part, of course. The big color picture on another page may give you an idea.



AMERICAN DAIRY ASSOCIATION



BACK AGAIN! The Buick SPECIAL Convertible, More Budget-Priced for '53!

Very Special Performer ***and Very specially priced***

IN this sleek and stunning Buick Convertible is happy news for a lot of people.

For this one — now back in production — is a Buick SPECIAL. Which means it's thoroughbred Buick through and through — but priced to crowd the "low-priced three."

It delivers for just a few dollars more than such Convertible models—yet there the similarity ends.

In motion, this swift-lined beauty is pure thrill.

Under its hood nestles a big and able Fireball 8 Engine with the highest horsepower in Buick SPECIAL history—plus record compression and record fuel economy.

Delivering this great power with infinite smoothness through every speed range is a new miracle in automatic transmissions — Twin-Turbine Dynaflo Drive* — giving you whip-quick getaway with new quiet.

So you find a very special kind of performance in this lowest-priced Buick Convertible —

brilliant, breath-taking performance that goes far beyond its price field.

But—you be the judge.

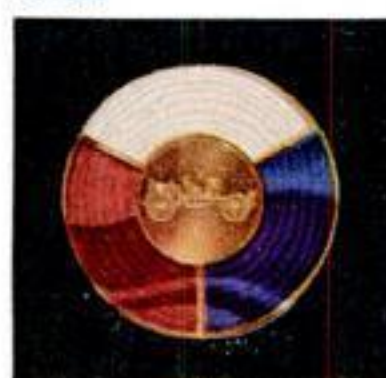
Come in and try this beautiful, big-thrill Buick—for power, getaway, room, luxury, handling ease, ride comfort. Literally, it's the greatest Buick value in fifty great years.

**Standard on Roadmaster, optional at extra cost on other Series.*

Television treat—the BUICK CIRCUS HOUR—every fourth Tuesday

**THEN, NOW, TOMORROW
WHEN BETTER AUTOMOBILES ARE BUILT
BUICK WILL BUILD THEM**

1903



1953

THE GREATEST

BUICK

IN 50 GREAT YEARS

SEE YOUR BUICK DEALER



SUREST THING YOU LIKE IS...

Nature's most refreshing flavor

CANNED TROPIC-FRESH
IN PINEAPPLE



What *fun* it is to fix a flavor surprise with a can of Pineapple! Broiled or baked or juice by the glass...with salads or desserts or meat...canned Pineapple brings happy eating. Five convenient forms, fruit cuts and juice, help liven and vary your menus. And canned Pineapple is good for health, providing quick food energy, vitamins and minerals. You'll find it a good idea to keep a "PINEAPPLE SHELF" in your kitchen...and stock it two or three cans deep with *all 5 forms* of canned Pineapple (more families already have canned Pineapple on hand than any other fruit). To perk up meals from breakfast to bedtime...reach *often* for a can of Nature's most refreshing flavor!

Broil lamb chops one side; turn; broil until nearly done. Top each chop with slice of canned Pineapple; put back under flame till Pineapple turns light brown

crushed

so convenient for cooking and baking, for sundaes, icings, sauces, sandwiches



chunks

bite-size, to bring glamor to meats, decorate cakes, for molded and tossed green salads



tidbits

small crisp wedges, tempting in puddings, fruit cups, on cereal, in cool drinks

PINEAPPLE GROWERS ASSOCIATION, San Francisco

Only two of Tukhachevsky's judges survived. They were Marshal Budenny and General Shaposhnikov. Budenny, a former sergeant of a Czarist cavalry regiment, had been Stalin's crony and drinking companion since the days of the civil war. He was an ignorant man devoid of ideals, with a reputation for hard drinking and for raping his secretaries. Stalin was not afraid of him.

Shaposhnikov was a Czarist colonel and monarchist before the Revolution. During the first turbulent months of the Revolution he witnessed the liquidation of many of his comrades in the officers' corps. He lived in constant fear for his life until Stalin took him under his wing and made him a bureaucrat in army uniform. Stalin had no reason to be afraid of him either.

Trial number three

IN this nightmarish atmosphere of executions without apparent end, plans for a third trial of Lenin's old comrades were going forward. Stalin's inquisitors approached this one with much more self-assurance than they had the first two. Threats now prevailed over promises as weapons to break the prisoners' morale.

There were four prominent defendants at the third trial, which took place in Moscow in March 1938: Nikolai Bukharin, former head of the Communist International and a member of the Politburo under Lenin; Alexei Rykov, for a time head of the government after Lenin's death; Nikolai Krestinsky, former secretary of the Central Committee of the Party; Christian Rakovsky, one of the most esteemed old Bolsheviks, renowned for his services to the Revolution, once head of the Soviet Ukraine.

Seated in the dock next to these celebrated leaders of the October Revolution was one odious figure whose appearance among the arrested friends of Lenin caused a sensation. This was none other than Henry Yagoda, the former head of the NKVD who organized the first Moscow trial for Stalin. It was he who had used inquisitorial torture to force Zinoviev, Kamenev and many other old Bolsheviks to sign the false testimony against themselves on the strength of which they were sentenced to death. It was the same Yagoda who, on the night of August 25, 1936, had stood in the cellar of the NKVD with Yezhov and watched the victims of the first trial die with bullets through their heads. Now Yagoda was charged with having been one of the closest accomplices of Zinoviev, Kamenev and the other Bolsheviks, the very men he had tortured and executed.

Stalin could not have invented a more monstrous absurdity. He was forced into it by his desire to disentangle himself from the murder of Kirov, the old crime which he and Yagoda had organized as their first step against the old Bolsheviks. Stalin had hoped that the secret of Kirov's assassination would never be known, but the story was circulated in detail among officers of the secret police and by the end of 1936 the fact that the Leningrad NKVD had had a hand in the murder became widely known in the Central Committee of the Party.

Stalin was one of the last to learn that his secret had spread so far because Yagoda was afraid to report it to him. Yagoda could never have forgotten Stalin's furious shout, "Bungler!", when their original plans on Kirov miscarried, and he would certainly have wanted to avoid aggravating him further.

When Stalin did learn that the real circumstances of Kirov's murder were well known among the top officials of the Party and that rumors attributed the assassination to him personally, he saw only one way out: admit openly that the murder had been organized by the NKVD and blame it all on Yagoda.

To lose Yagoda meant an enormous sacrifice to Stalin. In the course of 16 years during which they worked hand in glove, Yagoda had become his *alter ego*. Nobody understood Stalin as well as Yagoda did, nobody had done as much for him, no one was trusted as completely. It was Yagoda who collected for his boss compromising information about the highest leaders of the state. In his files could be found such varied evidence as a charge against one Soviet statesman of having been an informer of the Czarist secret police and an accusation against another that his wife had slapped her servant or that she had gone secretly to church on Easter to get a holy blessing on her cake.

Scandals connected with sex were also reported in Yagoda's files. I read a number of them myself. One described how Valerian Kuibyshev, deputy chairman of the Council of the People's Commissars and a friend of Stalin, kidnaped the intoxicated young wife of the chairman of the State Bank from a dinner party and disappeared with her for three days, during which time all conferences of the Council of the People's Commissars which had been scheduled under his chairmanship had to be canceled. Another report

CONTINUED ON NEXT PAGE



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STALIN'S SECRETS CONTINUED

concerned a member of the Politburo, I. Rudzutak, who lured away the 13-year-old daughter of the second secretary of the Moscow Committee of the Party, got her drunk and then raped her. Also in Rudzutak's file was a report that when he was in Paris in 1927 he took a group of Soviet embassy officials and their wives for a tour of the famous brothels and distributed big tips to the prostitutes.

Yagoda was Stalin's eyes and ears. To gather information he placed microphones in the apartments and country houses of commissars and Politburo members. Thus Stalin could know the ins and outs of the highest dignitaries' personal affairs and their innermost thoughts as expressed in intimate conversations with a friend, wife, brother or son. It followed that the members of the Politburo and the government hated Yagoda. They could not reconcile themselves to the fact that he could interfere in the affairs of their Commissariats or that Stalin had given such vast power to a man with no proud revolutionary record. Those on the Politburo did what they could to slight Yagoda and boycott him. They even tried to persuade Stalin to remove him on the ground that a member of the Politburo should be at the head of such an important organ of power as the NKVD. But Stalin naturally refused to yield that lever of his dictatorship.

Yagoda's career reached its zenith in 1936. In the summer of that year he received the title of General Commissar of State Security and took up residence in the Kremlin. That meant that Stalin had accepted Yagoda into his small intimate circle.

The Kremlin is an old cluster of buildings including a huge palace, churches and offices. It was used by the Communists as a working center from which the Party functionaries went home to spacious villas on the outskirts of Moscow at the end of the day. However there were a few small apartments in which the Czarist palace service personnel had lived before the Revolution. Stalin and the other members of the Politburo took these over. Hence the possession of an apartment in the Kremlin, even if it were as tiny and stuffy as a closet, gave an official incomparably more prestige than he would have had living in a magnificent castle outside the Kremlin walls.

The vanity which Yagoda displayed during his peak months was amazing. Although he had already introduced a new parade uniform for NKVD officers, he designed another one for the highest personnel. This consisted of a white woolen tunic with gold braid, light blue trousers and patent leather shoes. Since no patent leather was being manufactured in the Soviet Union, he ordered it imported from abroad. The main adornment for this super uniform was a small gilt dirk of the type formerly worn by Czarist naval officers. Yagoda himself wore a special "marshal's" uniform created only for him.

Yagoda was badly shaken by his arrest, as can be imagined. He resembled a beast which has not yet adapted itself to the cage. Unable to sleep or eat, he paced the floor of his cell incessantly. His successor Yezhov soon received a report that Yagoda had begun talking to himself. Fearing that his prisoner might lose his reason and hence be lost to the trial, Yezhov asked Slutsky, who was then soon to die himself, to visit him occasionally. Yagoda was glad to see Slutsky, who expressed sympathy for his deposed chief with tears in his eyes while memorizing every word for his report to Yezhov.

Yagoda was not wary with Slutsky. He discussed his plight with him freely and complained bitterly that Yezhov had in a few months destroyed the wonderful machine which Yagoda had so painstakingly built up in the course of 16 years.

One evening, when Slutsky was getting ready to leave, Yagoda said to him, "You may put down in your report to Yezhov that I



YAGODA'S GLORY was marshal's uniform made for him.

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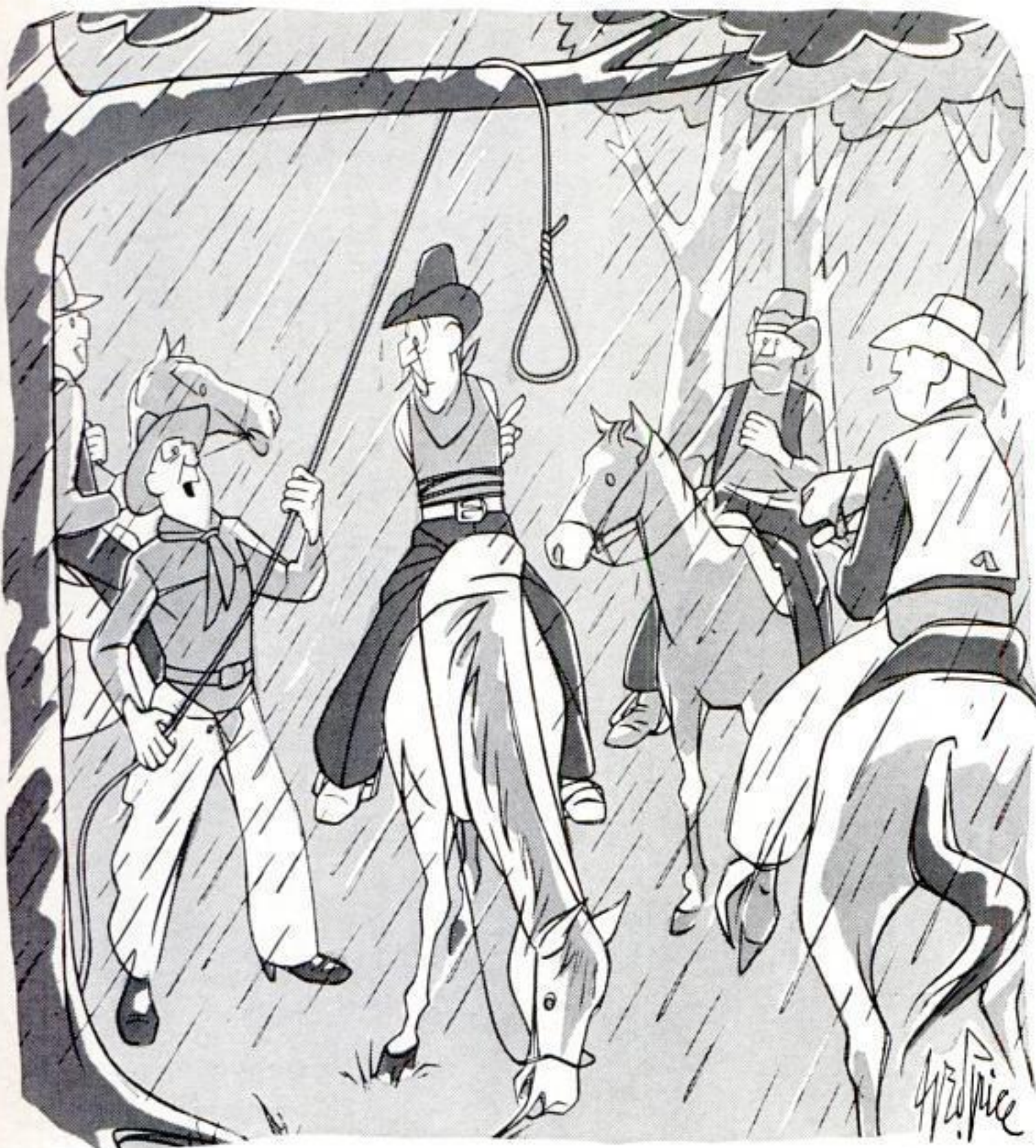
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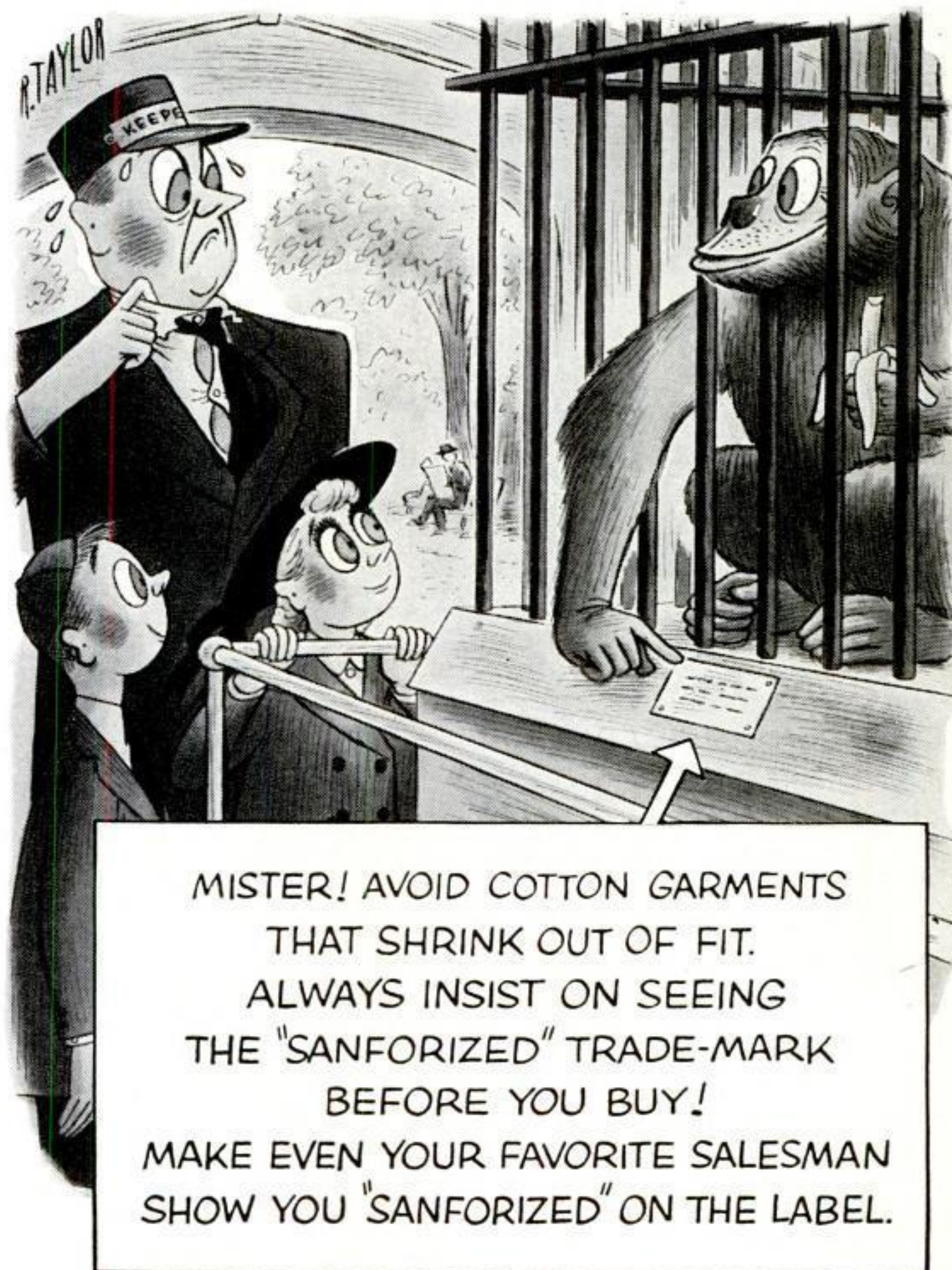
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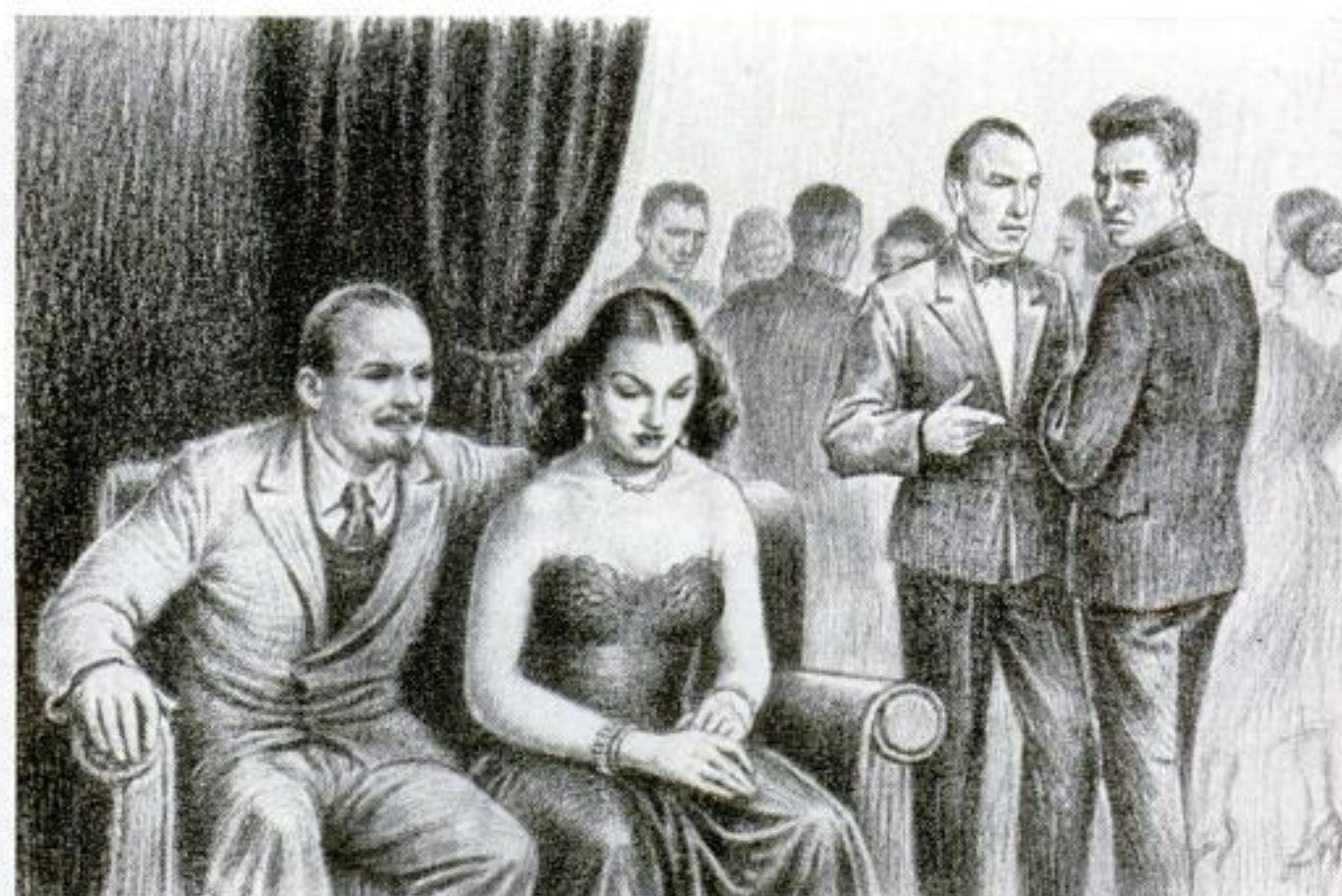
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BUKHARIN FALLS IN LOVE at a party with beautiful bride of the young man glaring at right. He later married her, thus gave Stalin a useful weapon: threat of reprisals against the young wife Bukharin found in his middle age.

STALIN'S SECRETS CONTINUED

say that there must be a God after all." "What?" exclaimed Slutsky in surprise, a little embarrassed by the mention of his report to Yezhov. "Quite simple." Yagoda replied half-seriously, half-jokingly. "From Stalin I deserved nothing but gratitude for my faithful service; from God I deserved the most severe punishment for having violated his commandments thousands of times. Now look where I am and judge for yourself: is there a God or not?"

The favored Bukharin

IN the eyes of those more interested in sensationalism than in matters of historic significance Yagoda was the principal figure at the third Moscow trial. But to anyone who had even a slight knowledge of the history of the Party and the Revolution, the important defendant was Nikolai I. Bukharin, one of the most outstanding Bolsheviks and Lenin's dearest friend. Bukharin had remained Stalin's partner longer than Zinoviev and Kamenev had. When those two had been removed from power, Bukharin thought that as the acknowledged principal theorist of the Party, he would now play first fiddle in the Politburo. But the Party's Right Opposition, or conservative wing, which he headed was outmaneuvered. He lost his place in the Politburo and later was expelled from the Party.

The personal animosity between Stalin and Bukharin dated from the time Lenin wrote his *Testament*, in which he recommended that Stalin be removed from the post of General Secretary of the Party and stated, "Bukharin . . . may be considered the favorite of the whole Party."

So it was with unbounded satisfaction that Stalin had Bukharin arrested in the beginning of 1937. Though Bukharin's strength had been sapped and he was very gentle by nature, he firmly withstood the onslaught of the inquisitors for two months and refused to sign anything. But he, like all the others, had a weak spot: his family. In 1933, when he was 45 years old, he had met a young woman of rare beauty. Although she was married to a handsome and charming young man, the pudgy little Bukharin succeeded in winning her over and marrying her. When a child was born to them, Bukharin was beside himself with joy.

Bukharin was assured in the name of Stalin that if he would fulfill the demands of the Politburo his family would not be persecuted and he himself would get away with imprisonment. To lend credence to those promises Yezhov ordered one of the four men who got out of the second trial alive, Karl Radek, brought to Bukharin's cell. Though everyone distrusted him, Radek had one very strong argument: he himself had put his trust in Stalin's promises—and survived.

Stalin wanted Bukharin, the warm friend and praised disciple of Lenin, to confess that in 1918, at the time of the conclusion of the Brest-Litovsk treaty with Germany, he had been plotting Lenin's assassination. Bukharin resisted for a long time. But the merciless methods of the inquisition and the threats against his wife and child finally brought him around to this monstrous admission. After long hours of exhortation one night Bukharin agreed to sign the confession.

However, two days later, when Bukharin was asked to sign the

Meadow Gold Mealtime Adventures

by
*Beatrice
Cooke*



Ham Mushroom Savory

- 6 tablespoons Meadow Gold Butter
- 6 tablespoons flour
- Salt and pepper to taste
- 3 cups Meadow Gold Homogenized Milk
- 1 cup sliced mushrooms
- 3 cups diced cooked ham
- 8 stuffed olives
- 3 tablespoons chopped pimiento



In a double boiler, melt butter, stir in flour, salt and pepper. Add milk and heat slowly, stirring constantly until sauce is thickened. Saute mushrooms slightly in a little butter. Add to sauce, with ham, olives and pimiento. Heat thoroughly. Serve on LaChoy Chow Mein Noodles. Makes 6 servings.



Surprise White Cake

- 1 cup Meadow Gold Butter
- 2 cups sugar
- 3 cups sifted cake flour
- 1 teaspoon soda
- 1 teaspoon cream of tartar
- 1 teaspoon salt
- 1 cup Meadow Gold Buttermilk
- 6 Meadow Gold Egg whites, stiffly beaten
- 1 teaspoon vanilla



Cream butter, gradually add sugar and beat until light and fluffy. Add sifted dry ingredients alternately with buttermilk, mixing well after each addition. Fold in egg whites and vanilla. Pour batter into 2 greased and floured 9-inch layer cake pans. Bake in a moderate oven (350°) 25-30 minutes.

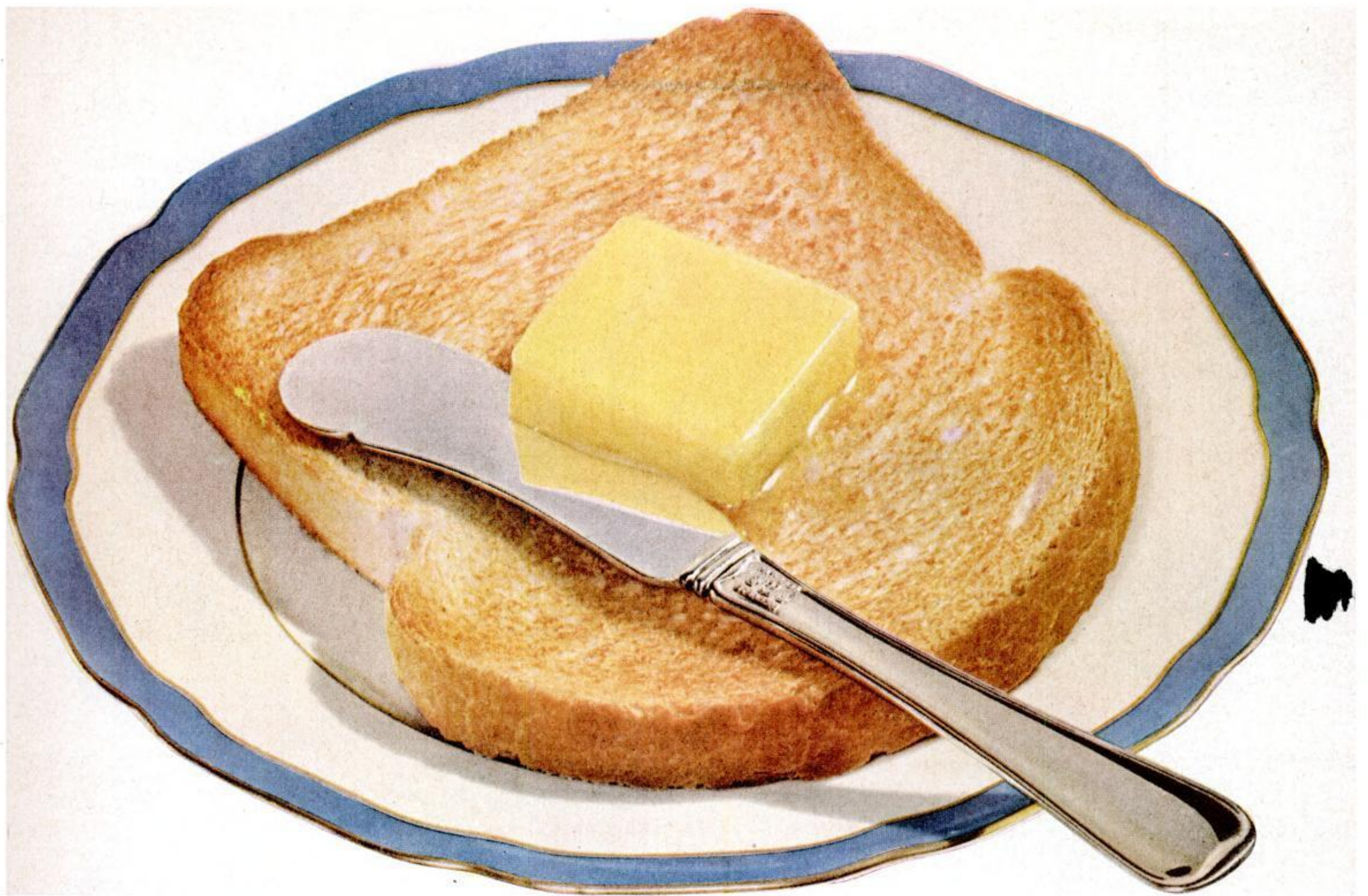
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CONTINUED ON PAGE 159



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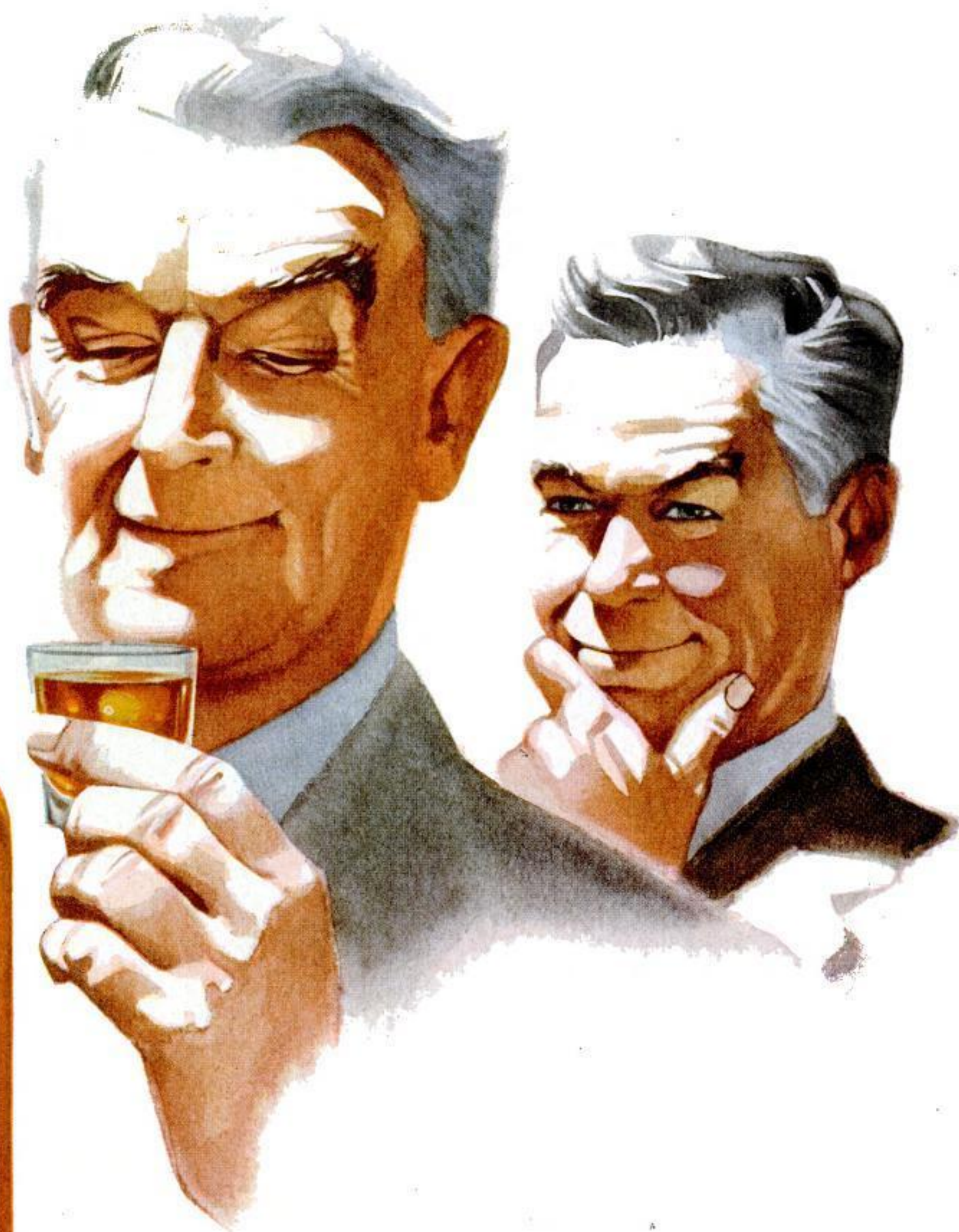
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UNEXPECTED JOURNEY'S END for many NKVD officers who thought they were being transferred to new posts comes at station outside Moscow where other secret police are waiting to take them first to prison—then death.

STALIN'S SECRETS CONTINUED

Final draft of his testimony as corrected and revised by Stalin personally, he was shocked to find that a statement had been written in to the effect that he had suspected Lenin of being a German agent. This new twist made Bukharin lose all caution. He categorically refused to sign. He shouted that Stalin wanted to resurrect the old slander that Lenin was an agent of the German general staff and thus put the father of the Revolution himself in the prisoners' dock.

The NKVD had to reconquer Bukharin once more. Now the task proved even more difficult. In the end Bukharin held to his refusal to resurrect the old German-spy charge against Lenin. Stalin had to yield.

In court Bukharin would not admit that he had plotted to murder Lenin. He said only that in order to prevent the conclusion of the Brest-Litovsk treaty with Germany he had intended to arrest Lenin for a period of 24 hours. Prosecutor Vishinsky asked, "But if Vladimir Ilyich [Lenin] were to resist arrest?" Bukharin replied, "But Vladimir Ilyich, as you know, never entered into armed conflicts. He was not a brawler."

Though he denied having been a German spy or taking part in Kirov's assassination, Bukharin laid himself out to save his life and win some tiny chance of once more seeing his wife and child. He branded himself a "despicable fascist," "a traitor to the socialist fatherland" and even defended the trials against the criticism of the foreign press.

There were 21 defendants in the third Moscow trial and all but three were executed. Bukharin was not one of those who escaped.

Three NKVD officers were responsible for preparing the prisoners for this trial. They were Zakovsky, Frinovsky and Berman. Their knowledge now became a menace to Stalin's power. But they could not be liquidated immediately; they had been commended too recently as "true sons of the Party" while their less fortunate fellow inquisitors died in the NKVD purge. Therefore Stalin "promoted" them out of the NKVD into other government posts. From there they vanished without a trace.

PRIVATE LIFE IN THE KREMLIN AND A LOOK AT THE FUTURE

In next week's concluding instalment: the inside story of a marriage that ended with violent death for Stalin's wife . . . how Vishinsky, now U.S.S.R. delegate to the U.N., saved his wobbly career . . . how Molotov, now foreign minister, almost found himself in the dock at the first trial . . . how the dictator's bodyguard amused him with imitations of one of his dead victims. Finally, from his own experience with Soviet power politics, the author analyzes the situation inside the Kremlin today and makes some predictions about this new struggle for control.

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DARING YOUNG MEN clamp tennis shoes over horizontal gym bar and show off in spring sunshine.

Life Greets Spring in Arkansas

FAMILIES AND FIELDS ARE IN BLOOM AGAIN

Spring was again making its corny and wonderful appearance all across the U.S. The South of course got the first taste, and small-town dwellers could really lap it up—loafing by a brook, tramping across new grass, piling onto a school's swings, decorating the front lawn with furniture or taking a spin through town on a tractor. As the new season reached the region just below the Ozarks, the whole town of Clarksville, Ark. (pop. 4,434) was caught up in the familiar fever.

With lawns already green and their creek warm enough for wading, kids in Clarksville's schools and men in offices felt no freer than the lone inhabitant of the town jail. Farmers scarcely looked up from their planting, but storekeepers were sneaking off for some early fishing. Oldsters sat quietly in the sunshine watching the tireless energies of the young. The measles epidemic had about run its course with only a few spotted stragglers still indoors. New babies were arriving just as last year's crop was learning to walk, and one young woman summed up the distaff half of town: "My grandmother always said she was glad when the house was clean, the garden was in and the baby was born. Then she knew it was spring."



WHIRLING GIRLS cluster on merry-go-round in schoolyard for a squirmy ride during morning recess.

HOUSEWIFE'S RITES include moving furniture outside for thorough cleaning and airing. Handyman





sweeps armchair while young son in cowboy boots
tromps joyously but unhelpfully on the bedsprings.



WORKMANLIKE TURN in the middle of Clarksville's main street is made by a farmer and his two

excited sons. Tractor had been overhauled in time for spring plowing, was on its way back to fields.



YOUNG BUG LOVERS searching for pet worm dangle from a plank across brook. Pair constitutes

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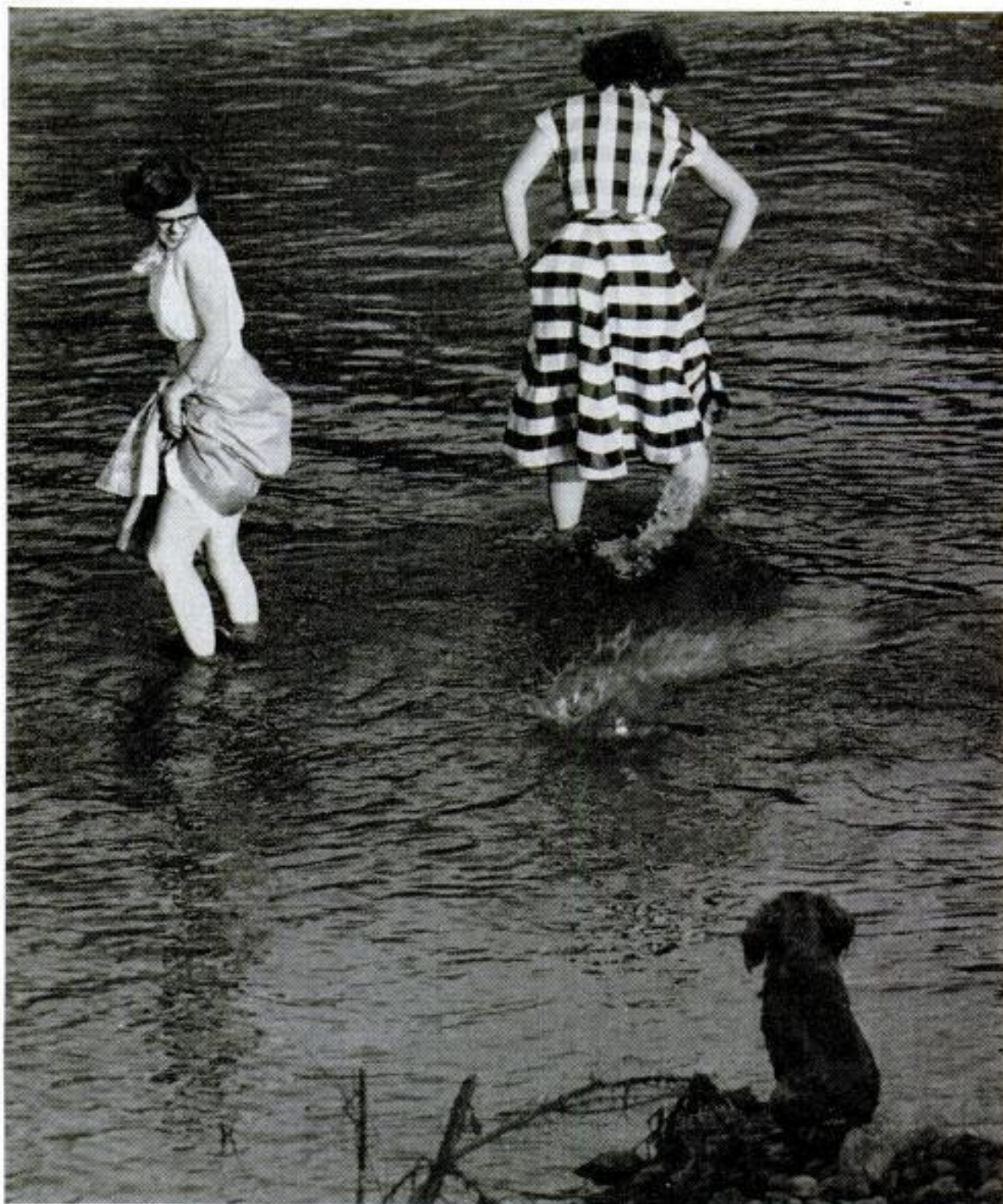
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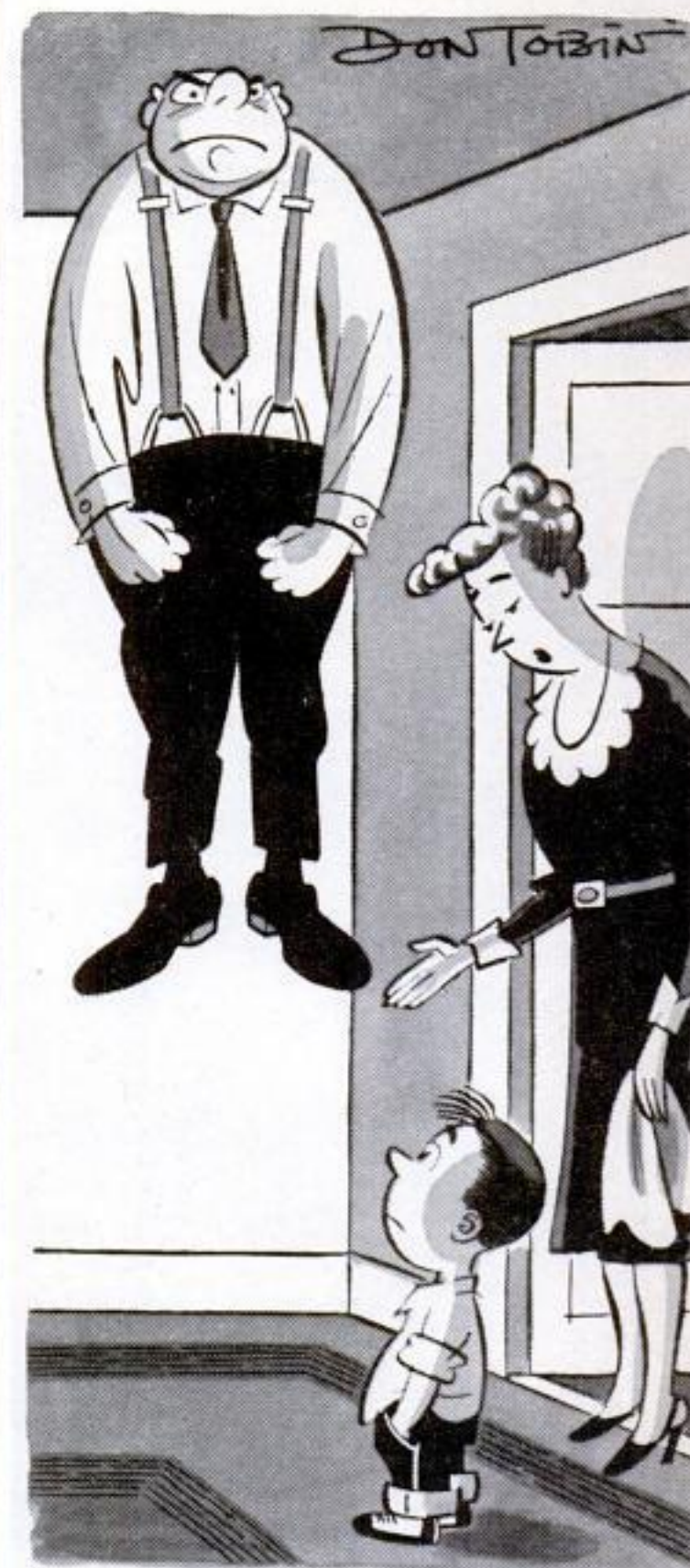
Spring in Arkansas CONTINUED



LANGUOROUS STUDENTS at College of the Ozarks gather in afternoon on blanketed lawn near the girls' dorm to sunbathe, play bridge and blackjack.



ADVENTUROUS WADERS test the temperature of Spadra Creek which winds through town. Water is warm enough for wading, too cold to swim in.



"YOU KNOW YOUR FATHER—HE HITS THE CEILING IF I DON'T GIVE HIM SOUP FOR LUNCH EVERY DAY!"

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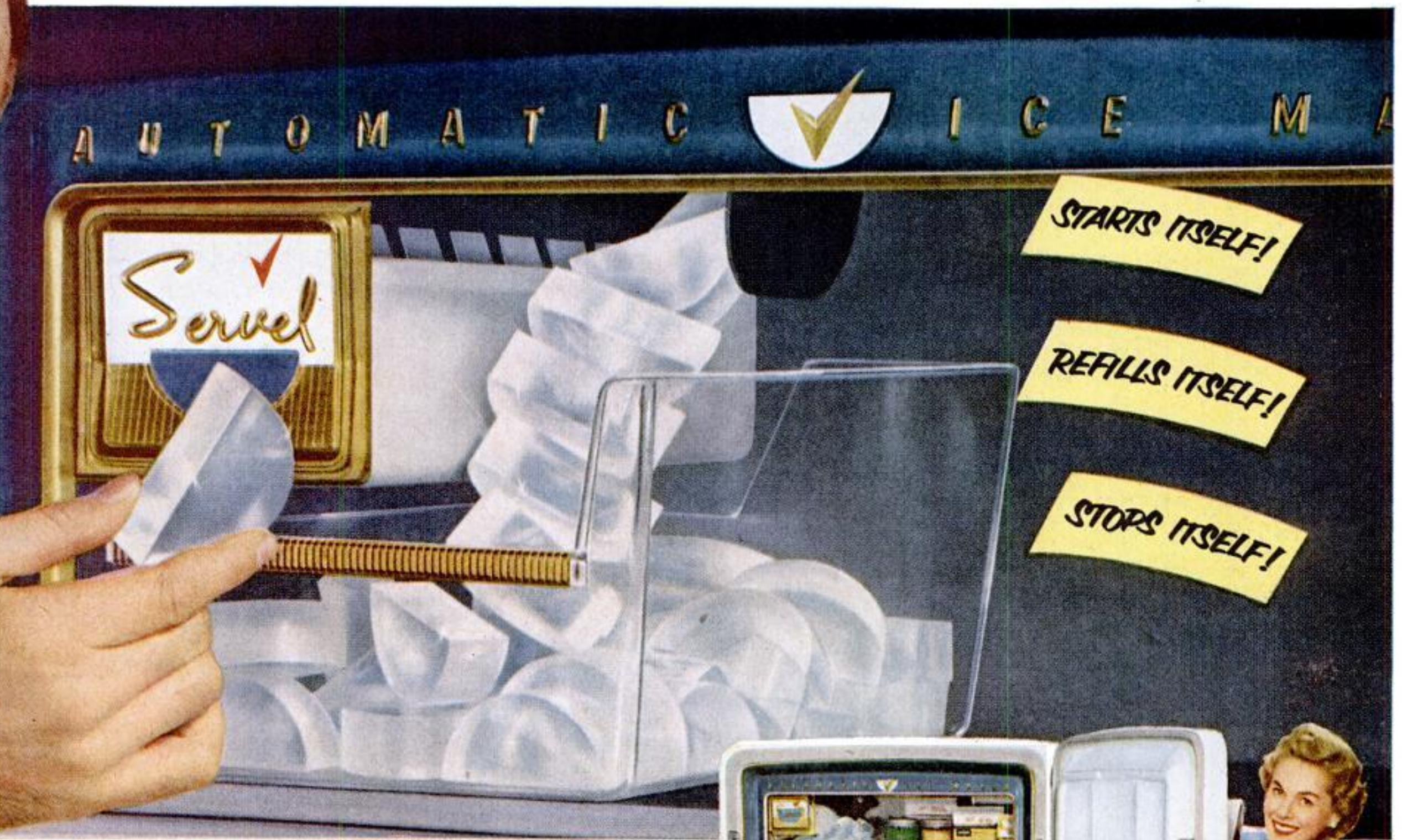
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CONTINUED ON PAGE 165

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AUTOMATIC ICE-MAKER REFRIGERATORS
GAS OR ELECTRIC

Servel Inc., Evansville 20, Indiana • In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ontario

SERVEL—THE NAME TO WATCH FOR GREAT ADVANCES IN REFRIGERATION AND AIR CONDITIONING!



EITHER GAS OR ELECTRIC
Only Servel gives you your choice!
1. Silent Dependable Gas models
2. New! Electric Compression models with Hermetically-Sealed units!
3. Motorless Electric models

IT'S **3** GREAT APPLIANCES IN 1
REFRIGERATOR PLUS FREEZER PLUS ICE MAKER!

Greatest refrigerator value in years! You get a self-defrosting refrigerator...an 80-lb. freezer...and Servel's new Automatic Ice-Maker! Plus features like Butter Keeper...Door Shelves...Cheese Chest...Removable Egg Nests...Adjustable Shelves...Step-Saver Handles...and many more! All backed by the longest, strongest Warranty you'll find!

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Refrigerators



Home Freezers



Room Air Conditioners



All-Year Air Conditioning Systems



"Electric Wonderbar"



Water Heaters

THE MOST BEAUTIFUL WAY TO TILE YOUR WALLS EASILY, ECONOMICALLY

plastics wall tile made of STYRON transforms drab rooms
with glowing decorator colors . . . it's durable, easy to clean
can be installed right over most walls . . .



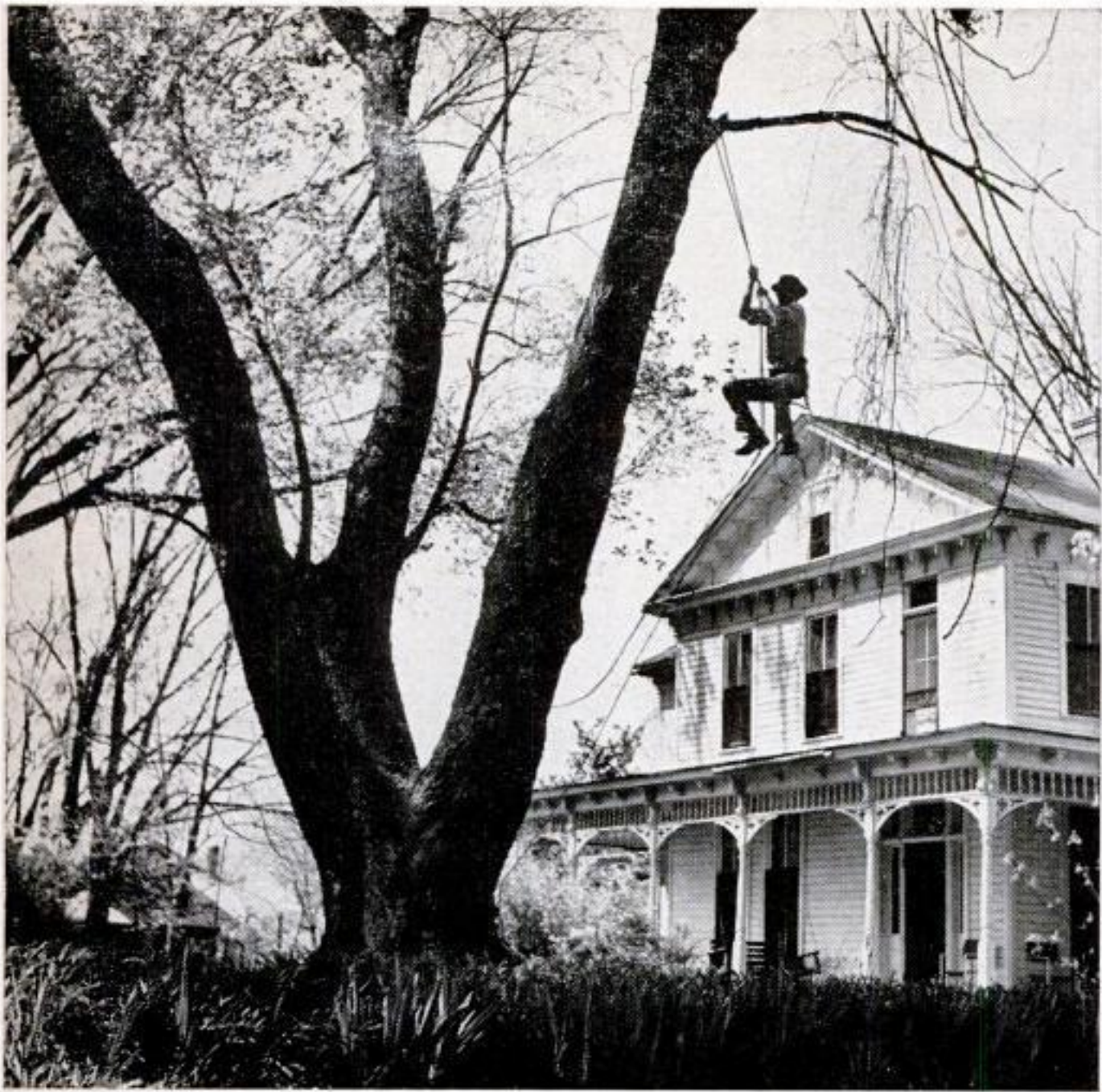
Ask your dealer for wall tile made of styron that meets the industry's standards. It's eligible for FHA loans.

Imagine your bathroom, recreation room and kitchen walls sparkling with the carefree elegance of plastics wall tile made of STYRON® (DOW polystyrene). You can plan your room-to-room color scheme with soft pastels, modern deep tones, or authentic classical marble patterns. And you'll have *enduring* beauty, without painting or scrubbing, because these luxurious colors can't chip or peel. They're actually molded in for the life of the tile! Yet, STYRON wall tile is far below the luxury

class in price . . . no other wall covering can give you such enduring loveliness at such low cost. You'll save on the installation, too, because STYRON wall tile can be applied right over most walls without expensive alterations. Your dealer can do the job or show you how to do it yourself. Either way, he will be glad to prove how inexpensively you can remodel with plastics wall tile made of STYRON. THE DOW CHEMICAL COMPANY, Midland, Michigan, *Plastics Department PL 1406.*

you can depend on DOW PLASTICS





FLYING TREE TRIMMER is Tarzanlike Chester Clinton whose job permits seasonal self-expression. He has swung for 20 years without an accident.



TWO ON A HORSE who ride daily after school are Carl Douthit and Jerry Shuffield. Owner Carl dismounts in spring only to eat, sleep, go to school.

CONTINUED ON NEXT PAGE



PEPSODENT! Gives You
Clean Mouth Taste for **Hours**
Thanks to **ORAL DETERGENT** discovery!



The cleaner your teeth, the better you fight bad breath and tooth decay. And tests at a Mid-West University prove Pepsodent's **ORAL DETERGENT** cleans teeth cleanest of any leading tooth paste! Your proof is the Clean Mouth Taste for hours that you get with Pepsodent. Lever Bros. Co. *unconditionally* guarantees your satisfaction—or money refunded.

Pepsodent's ORAL DETERGENT Cleans Teeth Cleanest!



The luxury of Girard-Perregaux
is not beyond your reach

nothing more **BEAUTIFUL**



nothing more **PRECIOUS**



nothing more **PRECISE**



than magnificent
Girard-Perregaux
diamond watches



GIRARD PERREGAUX
(pronounced Jer-ard' Perry-go')

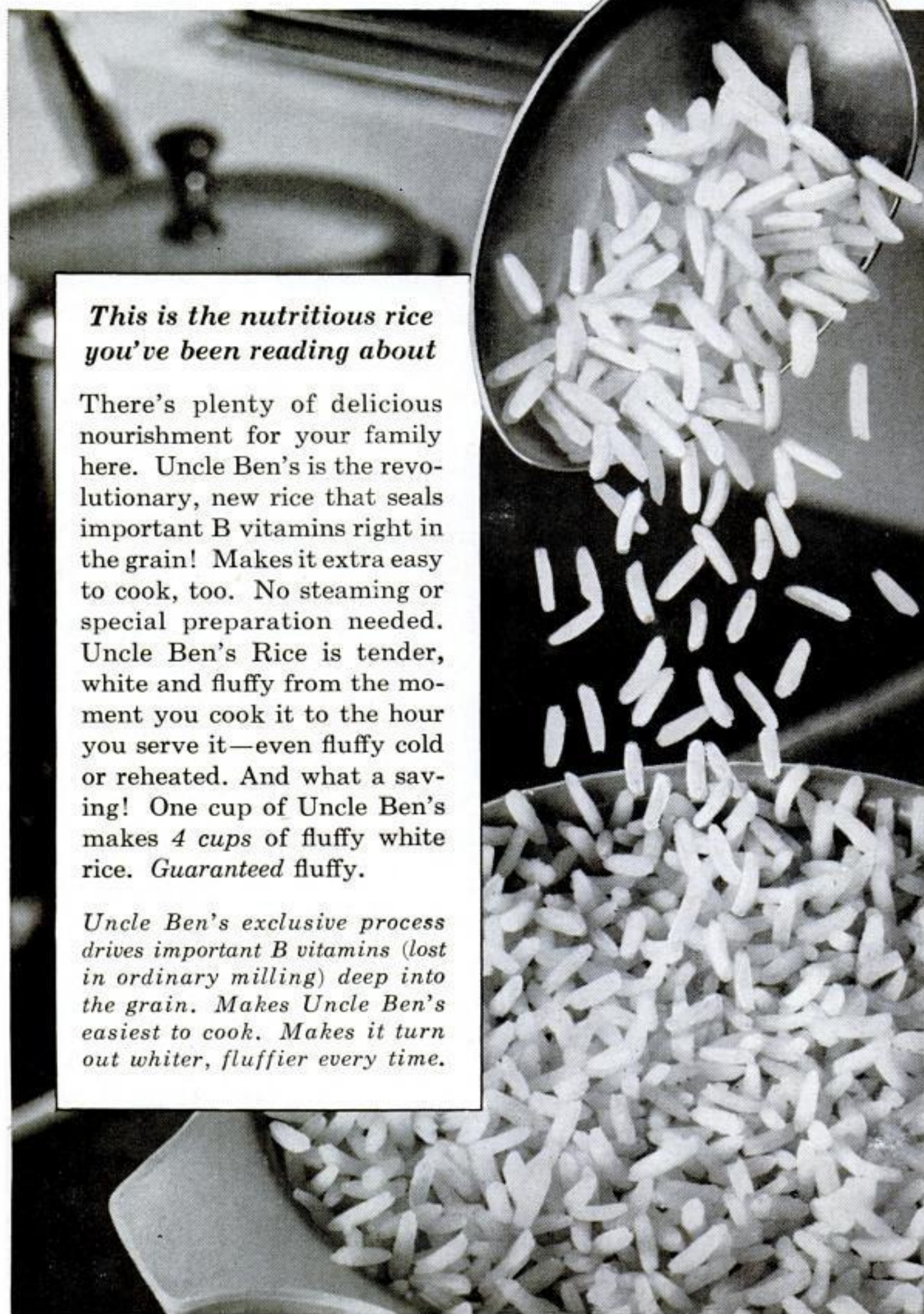
Fine watches since 1791

610 Fifth Avenue, New York 20, N. Y.

24 diamonds, 14K White gold,
17-jewels, at \$375. *Fed. Tax Incl.*
Others from \$110 to \$3000

OFFICIAL WATCH OF CAPITAL AIRLINES

Imagine!
Rice that stays *fluffy*
even when
you cook it Saturday
for Sunday's dinner!



*This is the nutritious rice
you've been reading about*

There's plenty of delicious nourishment for your family here. Uncle Ben's is the revolutionary, new rice that seals important B vitamins right in the grain! Makes it extra easy to cook, too. No steaming or special preparation needed. Uncle Ben's Rice is tender, white and fluffy from the moment you cook it to the hour you serve it—even fluffy cold or reheated. And what a saving! One cup of Uncle Ben's makes 4 cups of fluffy white rice. *Guaranteed fluffy.*

Uncle Ben's exclusive process drives important B vitamins (lost in ordinary milling) deep into the grain. Makes Uncle Ben's easiest to cook. Makes it turn out whiter, fluffier every time.

Available now in big, economy size package

Uncle Ben's
CONVERTED
LONG GRAIN RICE

"Uncle Ben's" and "Converted" are trademarks of Converted Rice, Inc.

CONVERTED RICE, INC.
Houston, Texas



Spring in Arkansas CONTINUED

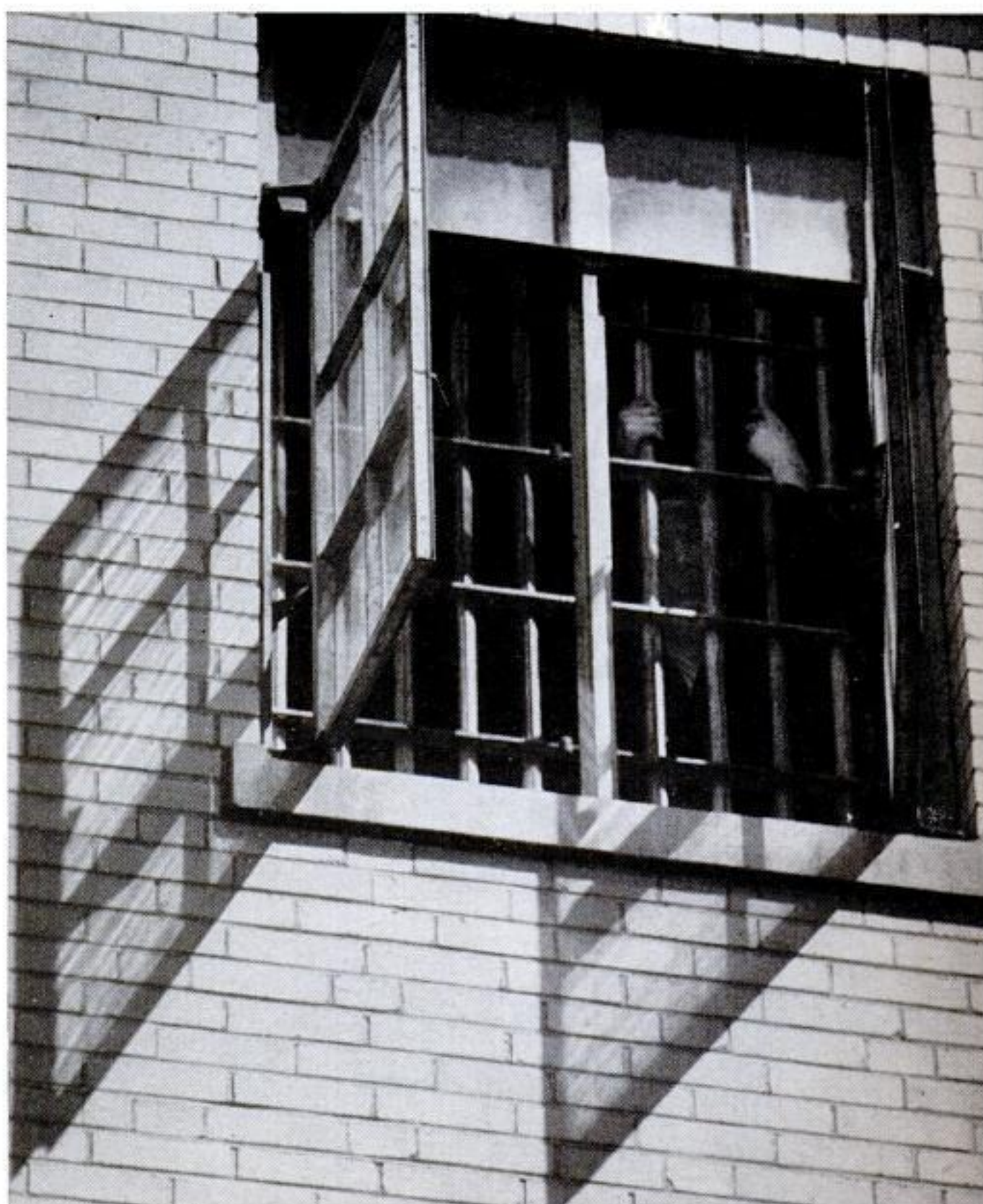
SHUT-INS SEE SPRING TOO



INVALID, 85-year-old Mrs. Mary Stokes, has not left her home for five years. Sun is warm enough for her to sit by open window, will soon allow her to be wheeled outdoors.



MEASLES are as sure a sign of spring as dandelions and are just as depressing. Patty Hall, 4, one of the 700 cases in Johnson County this year, must stay inside for five days.



SOLITARY PRISONER in jail atop the courthouse looks out on forbidden sunshine. Sentenced for drunkenness, he was out and around in three days.

“Community” of interests

One comparatively minor LIFE picture story caught my attention recently because it was about my community.

The reason this story remains in my mind is because it made it clearer than ever why I've been a constant LIFE reader since the first issue.

The story was about Fairfield County, and on a two-page spread—a map—LIFE marked the homes of many of us. I counted these: 11 musicians, 7 writers, 2 artists, 4 V.I.P. executives, 2 economists, 3 journalists, 12 stage and radio personalities and 4 cartoonists.

As I looked at my neighbors' names, I wondered (which is the novelist's curse) what linked them together; what did they have in common?

The answer's easy; they all possessed, in one degree or another, the gift of originality, and the ability to communicate this to many people.

So, they mutually shared those qualities that make LIFE of such interest to so many each week. For LIFE's great diversity of content is not only good reading but important to anyone who must know, accurately, what is of interest to thousands of the public. LIFE sees many things clearly: politics, national and international; crises; drama and tragedy; foibles, fashions and humor; war, science, medicine, and sports; and also the complexities of everyday living.

And here I must mention that LIFE has been educationally important to my children, who've grown up with it. My younger daughter, for instance, supplements her studies of art, photography and animals through LIFE's help.

By **FAITH BALDWIN**, Novelist



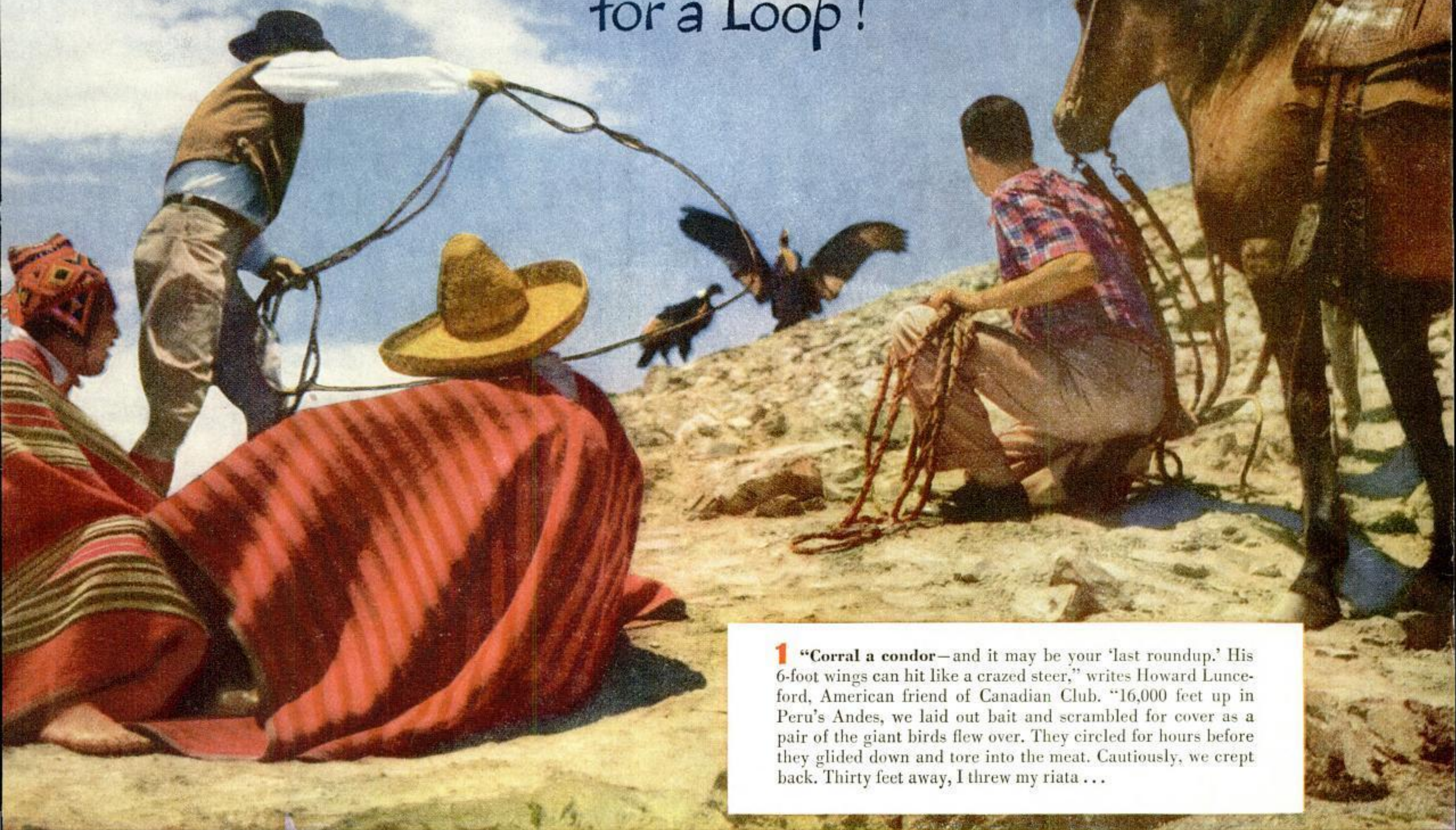


A LOOK ACROSS 106 YEARS

The young man and the old lady above are looking at each other with the suspicion that often results from a wide variance in age, even among relatives. In this case the variance is 106 years. Mrs. Christine Nelson came to the U.S. from her native Sweden in 1869, her immigrant's eyes filled with hope and the wonders of the new world. Last month in Downey, Calif., Mrs. Nelson realized more of her hopes than ever she had dreamed of. Outfitted for

another springtime, complete even to corsage, she celebrated her 107th birthday. For the party most of her three children, 13 grandchildren and 14 great-grandchildren were with her. Midway during the birthday festivities she was asked to turn the first spadeful of dirt for a new church to be built in her honor. And then, still clutching the spade, she sat patiently while great-great-grandson Richard Lynn Morris, eight months, was plunked onto her lap.

Lassoing a Condor can throw you for a Loop!



1 "Corral a condor—and it may be your 'last roundup.' His 6-foot wings can hit like a crazed steer," writes Howard Lunceford, American friend of Canadian Club. "16,000 feet up in Peru's Andes, we laid out bait and scrambled for cover as a pair of the giant birds flew over. They circled for hours before they glided down and tore into the meat. Cautiously, we crept back. Thirty feet away, I threw my riata . . .



2 "Tough as cable and almost as stiff, this braided leather lasso had taken a lot of working to limber up. Even then, handling it was no cinch. Luckily, my noose circled the nearest condor's feet before he could join the other in a take-off . . .



3 "Caging the vulture took three quick men—and strong. As I yanked the rope, my Peruvian companions leaped on the bird's back. Dodging his bone-crushing beak, they straitjacketed his claws and wings in heavy blankets and tied him up. Even behind bars, his terrifying looks panicked our mule.



4 "'Zoos will bid high for a prize catch like yours,' said my host at his Lima home. 'Right now, I'll settle for this,' I answered, as he offered me Canadian Club.

5 "Busting that flying bronco recalled my Wyoming rodeo days. We always toasted the winners with Canadian Club, a favorite in Peru—and nearly everywhere I travel."

Why this whisky's worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon.

Yet it has a distinctive flavor and a character that is all its own. You can stay with Canadian Club all evening long . . . in cocktails before dinner and tall ones afterward. There is *one and only one* Canadian Club, and *no other* whisky tastes quite like it in all the world.

IN 87 LANDS . . . THE BEST IN THE HOUSE

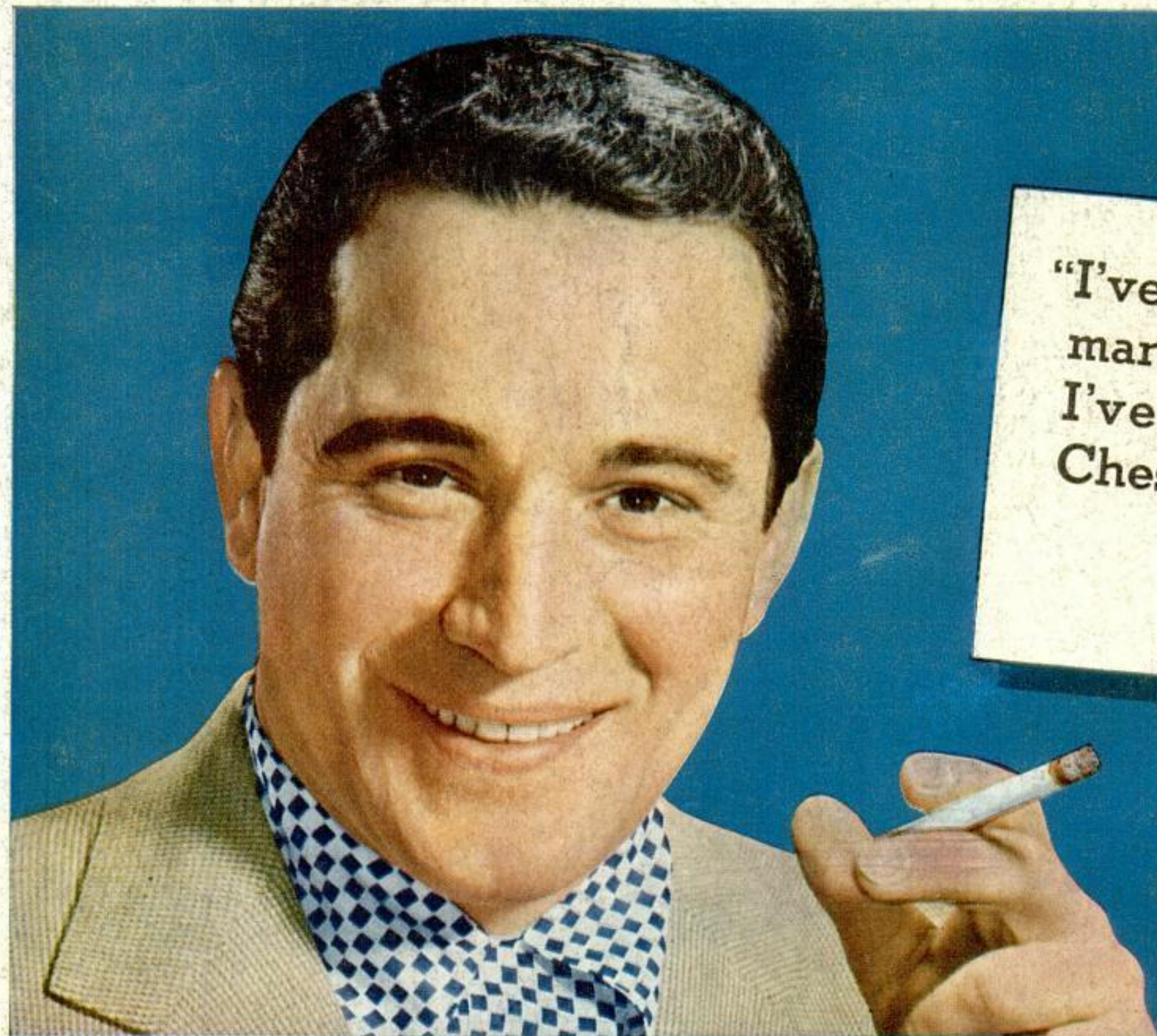
"Canadian Club"

6 YEARS OLD

90.4 PROOF

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"I've been a two-pack-a-day man for fifteen years and I've found much milder Chesterfield is best for me."

Perry Como

Chesterfield is Best for YOU!

FIRST cigarette to offer
PREMIUM QUALITY in both regular
and king-size



CONTAINS TOBACCOS OF BETTER QUALITY AND HIGHER
PRICE THAN ANY OTHER KING-SIZE CIGARETTE

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WHEN you are asked to try a cigarette you want to know, and you *ought* to know, what that cigarette has meant to people who smoke it all the time.

For a full year now, a medical specialist has given a group of Chesterfield smokers thorough examinations every two months. He reports:

*no adverse effects to their nose, throat
or sinuses from smoking Chesterfields.*

More and more men and women all over the country are finding out every day that Chesterfield is best for them.

Enjoy your Smoking!

Try Much Milder Chesterfield
with its extraordinarily good taste.